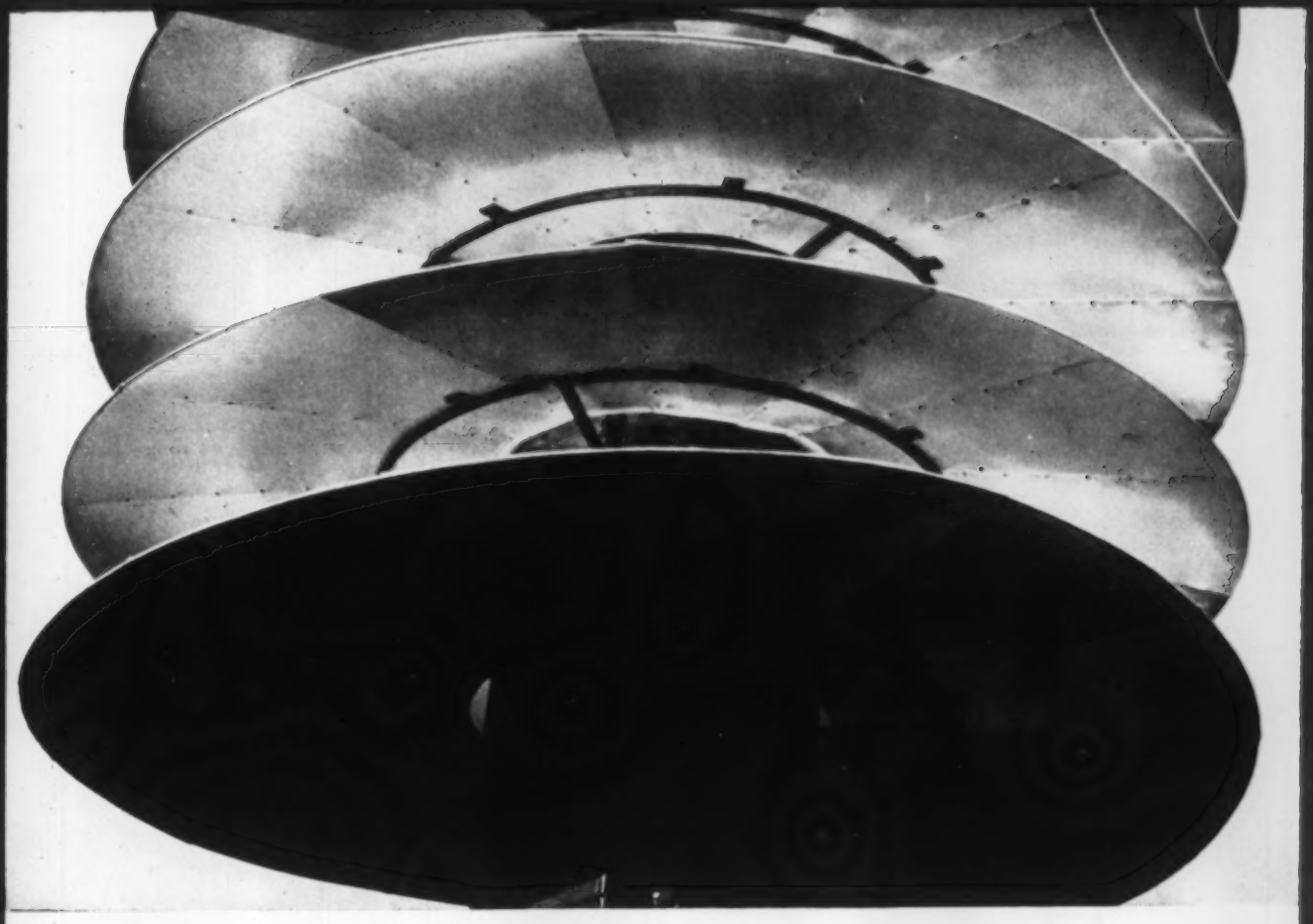
APRIL 14, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



Defroster

That's a real money-saving gimmick! It's designed to prevent frost damage to fruit trees, strawberries and muckland crops. It uses infrared heat generated by an oil flame, and means the savings of millions of dollars worth of fruits and vegetables.

Which makes us ask: What defrosting device are you using these days to keep the chill off your sales curve?

If you want to warm up Baltimore to the fact that you've got a worthwhile product . . . and you plan to use radio . . . we give you Radio Station W-I-T-H. This is the successful independent station in this big five-station town. W-I-T-H, the independent, delivers more-listeners-per-dollar-spent than any other station.

W-I-T-H, in the country's sixth largest city, belongs on any list trying to cover key markets.

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

IN THIS ISSUE: NEW NATIONWIDE FM ALLOCATIONS

THIS IS THE WALLACE FAMILY

of Jasper County, Illinois

The Wallace family of Jasper County, Illinois, taken on Mr. and Mrs. Wallace's 30th wedding anniversary. Front row, left to right, Norma, 15; Ruth Leone, 10; Mr. and Mrs. Wallace; Russell, 12; Luella, 24. Back row, Ruby, 20; Vera (Mrs. Hetzer); Donald, 18; Kathryn (Mrs. Russell); Virginia, 22.

THE L. E. Wallace family lives on a 240-acre farm near Montrose, Illinois . . . a farm Mr. Wallace took over from his father as a lad of 17. Last year, the Wallaces marketed 100 head of hogs, harvested 60 acres of corn and 60 acres of soybeans. Wheat, hay, pasture and a cow for their own dairy-food needs complete the Wallace farming operation in Jasper County.

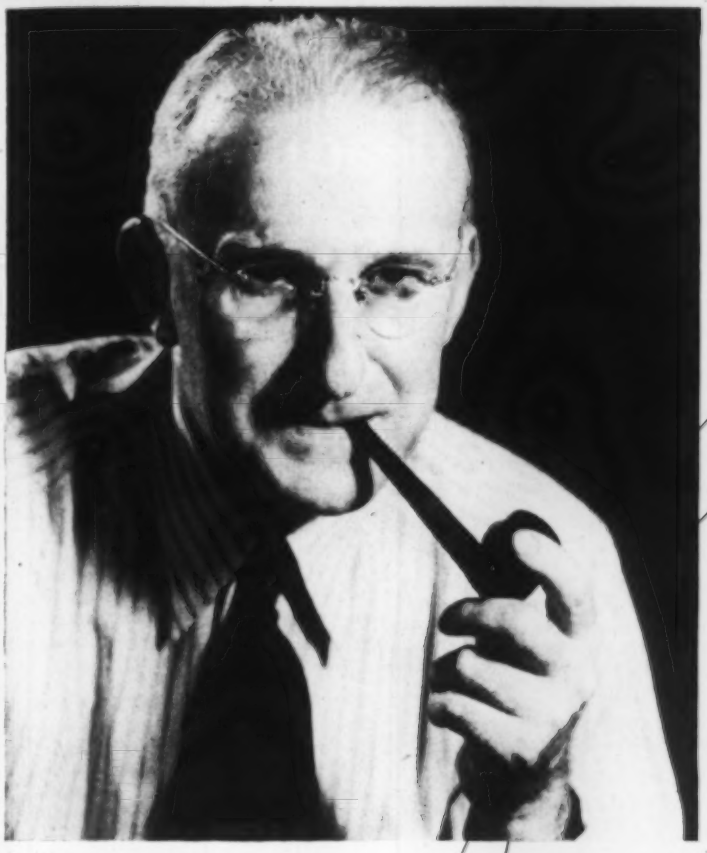
More important is the fine crop of young Midwest Americans on the Wallace farm. There are seven daughters and two sons, augmented now by two sons-in-law and three grandchildren. Kathryn and Vera, married; Luella, teaching school; and Virginia and Ruby, secretaries, all live in nearby communities. The two youngest daughters and the two boys still live at home, as does their 86-year-old grandmother. Donald, graduating from high school this year, plans to be the third generation of Wallaces to farm this piece of ground.

The Wallace family has been practically "raised" on WLS Dinner Bell Time — the youngsters especially enjoy the WLS National Barn Dance, and the family are long-time Prairie Farmer readers. "We pick up a lot of practical information from WLS," Mr. Wallace says, "we certainly enjoy Dr. Holland's inspirational words every day."

It is on this home and this family, and the homes and families like them throughout Midwest America, that the microphones of WLS have been focussed for 23 years. It is our intimate interest in their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

WLS
CHICAGO 7
The PRAIRIE FARMER STATION
BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company. Affiliated in management with KOY, Phoenix, and the ARIZONA NETWORK . . . KOY, Phoenix . . . KTUC, Tucson . . . KSUN, Bisbee-Lowell-Douglas.



WALLACE KADDERLY

THE U. S. DEPT. OF AGRICULTURE SENDS A RADIO REPRESENTATIVE TO AUSTRALIA....

KGW's WALLACE KADDERLY

When the U.S. Dept. of Agriculture decided to send a special consultant on farm radio programs to Australia and New Zealand, the inevitable choice was Wallace Kadderly, KGW Farm Program Director. Mr. Kadderly's years of experience as director of radio service for USDA, and before that in similar capacities for NBC and Oregon State College, uniquely qualify him for the assignment. Clinton P. Anderson expressed the general feeling when he wrote to Wallace: "We in the Department of Agriculture are glad that you are going and that Station KGW is helping to make the trip possible... It gives me great pleasure to be able to count on you to act as the Department's radio representative in your contacts with the Australian radio people. This department has been happy to work with the Department of State to make your trip possible."

We of KGW wish Wallace Kadderly a pleasant stay in Australia. We know that, when he returns, his vast KGW farm audience will enjoy hearing about his experiences on the other side of the world as much as the Aussies and Anzacs will enjoy having Wallace with them.

25TH YEAR KGW

QUARTER CENTURY OF COMMUNITY SERVICE

KGW

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

WITH 1947 NAB Convention definitely buttoned up for Atlantic City during week of Sept. 15, trade association now is exploring sites for 1948 session. Best bet: Los Angeles in November.

AFTER MONTHS of inquiry and analysis, one of largest banking organizations in East is setting up unit for construction loans to established station organizations for expanded facilities or for other station operations including FM and television. Service, soon to be announced, evaluates successful station operation as 60% management, 10% reputation and 30% security. Other banking organizations within last six months have been looking over radio for credit purposes [CLOSED CIRCUIT, Feb. 10].

HARRY BANNISTER, general manager of WWJ Detroit, is chairman of new organization of NBC affiliates formed to combat anticipated move to eliminate station-break announcements and institute other network-nurtured reforms. Other committee members include H. Dean Fitzer, WDAF Kansas City; Walter J. Damm, WTMJ Milwaukee; Nathan Lord, WAVE Louisville, and Ralph Evans, WHO Des Moines.

AL JOLSON still talking fall program possibilities via transcriptions with General Motors latest likely sponsor. Automotive company was one of strongest bidders for Bing Crosby before Philco deal. Kudner Agency, for undisclosed client, also making bid for Jolson's services through Myron Kirk, radio director, now in Hollywood.

HILDEGARDE may be next personality to move over to MBS as co-op program prospect. MBS auditioned former CBS star last week to determine whether program with revised guest format is within reach.

QUESTION soon to face FCC is when to start assigning reserved FM channels. Plan setting aside every fifth Class B channel in an area and four of total 20 Class A's expires June 30, but there's some feeling on Commission for 6 or 12-month extension as further assurance that veterans and small businesses will have chance to apply. Others feel equally strongly that reservations to June 30, almost two years after war's end, is enough. It's certain however, FCC will give would-be applicants advance deadline, whenever settled.

ONSLAUGHT of Republican majority toward economies in Government expected to include effort toward severance of all personnel offices in independent agencies on ground that Civil Service Commission should handle personnel selection and classification. FCC personnel unit embraces some 28 people.

NAB board faces decision on demand for another NORC survey of public attitudes on

(*Continued on page 94*)

Upcoming

April 14-15: Television Institute, sponsored by "Televiser Magazine," Hotel Commodore, New York.

April 14-15: NAB Area C meeting (Districts 10, 12), Hotel Muehlebach, Kansas City.

April 16: NAB Area C Radio News Clinic, Hotel Muehlbach, Kansas City.

April 17-18: NAB Standards of Practice Subcommittee on Commercial Practices, French Lick Springs Hotel, French Lick, Ind.

(Other Upcomings page 92)

Bulletins

PROCTER & GAMBLE Co., Cincinnati, to introduce new tube shampoo, Prell, nationwide April 14 after year's testing in Providence, Indianapolis, Twin Cities. P&G will place day and night spots on 77 stations coast-to-coast, also advertising on NBC *Life of Riley* show and one of its daytime serials. Agency, Benton & Bowles, New York.

THREATENED appropriation cuts for State Dept. international shortwave broadcasting brought James Lawrence Fly to Washington Friday to confer with Assistant Secretary of State William Benton and FCC Chairman Charles R. Denny on possible "cooperative approach" to problem of continuing broadcasts by private enterprise.

THREAT of FM interference to airlines' Instrument Landing System which developed in New York area is eliminated in FCC's proposed new Class B channel allocations (story page 15). Commission officials said Friday no channels on which such interference might result were included in new plan for N. Y.

Business Briefly

'DUEL' SPOT CAMPAIGN ● David Selznick to spend more than $100,000 for spot advertising *Duel in the Sun* throughout country beginning May 1. Picture opens in New York May 7. Spots to be placed in other cities as film plays each locality. Agency, Robert Orr & Assoc., New York.

LUCKY STRIKE MILLION ● American Tobacco Co. schedule of transcribed spots for Lucky Strike on 950 stations during next six weeks involves estimated cost of $1,000,000, believed alltime spot record. Agency, Foote, Cone & Belding, N. Y.

MEAT INSTITUTE RENEWS ● American Meat Institute, Chicago, renews Tuesday, Thursday segments of Fred Waring NBC show, 11-11:30 a.m., for 13 weeks ending July 15. Agency, Leo Burnett Inc., Chicago.

WENT APPOINTS YOUNG ● Adam Young named national representative of WENT Gloversville, N. Y.

AAAA DISCOUNT SUPPORT

SPOKESMAN for AAAA reported "encouraging general tone" of replies to recent AAAA letter soliciting station support of 2% cash discount policy. Of slightly more than 100 replies received thus far, 27 promised adoption of cash discount plan with issuance of their next rate cards. Only nine flatly opposed plan.

TRUMAN ON MEMORIAL

PRESIDENT TRUMAN was scheduled for three-minute broadcast between 4:30-4:45 p.m. Saturday during memorial program on anniversary of death of Franklin D. Roosevelt. President was to fly to Grand View Saturday, motoring to Kansas City for broadcast.

Elastic Policy Governs Duopoly Rulings

CASE-BY-CASE determinations, rather than hard-and-fast definitive rule, will continue as basis of FCC action on AM, FM, and TV "duopoly" cases, Commission announced in policy statement Friday.

"In each case," FCC said, "the Commission will consider (1) the extent of overlap of service areas; (2) the degree of common ownership, operation and control; and (3) all other pertinent factors including location of centers of population, distribution of population, other competitive service to the overlap areas and populations, location of trade areas, metropolitan districts, and political boundaries, areas and populations to which services of stations are directed (as indicated by commercial business of stations, news broadcasts, sources of programs and talent, nature of programs, coverage claims, and listening audience), and location of main and secondary studios."

Commission's decision was based on oral argument held late in February to study factors which should be considered in interpretation and application of rules banning common control of two or more stations of same type in same area [BROADCASTING, March 3]. It hewed closely to theme of most of oral-argument participants that duopoly has too many factors to permit adoption of any precise rule.

FCC said it felt "public interest would not be served by adoption of an iron-clad rule defining the extent of overlap of service areas or the degree of common ownership, operation or control that would be deemed to be in contravention of Sec. 3.35, 3.240 and 3.640 of the Rules and Regulations (AM, FM and television multiple ownership rules). On the contrary, the Commission will continue to decide each such case on its own merits, considering all pertinent factors."

Actions on one television case (grant to Crosley Broadcasting Corp. for new Dayton station) and several FM applications which had been held up pending policy determination were announced earlier in week (stories pages 80 and 90).

WILMINGTON, DELAWARE
SELLS
Helps advertisers build sales and good will in the stable, responsive area it reaches —Delaware, southern New Jersey, parts of Maryland and Pennsylvania. Learn how economically you can reach this important market.
WDEL
A STEINMAN STATION
5000 WATTS · DAY AND NIGHT
NBC
AFFILIATE

SALES REPRESENTATIVE **RADIO ADVERTISING COMPANY**

NEW YORK • CHICAGO • DALLAS • SAN FRANCISCO • HOLLYWOOD

Planned Programming

—Shortcut To Listener Acceptance In Building A BETTER Radio Station

Left to right—Craig Campbell, Public Relations Director; Mel Drake, Station Manager; Ken Crane, Program Director

General Mills, Inc.

DEPARTMENT OF PUBLIC SERVICES

400 SECOND AVENUE SOUTH
Minneapolis 7, Minnesota

February 25, 1947

Mr. Ken Crane
W.D.G.Y.
Hotel Nicollet
Minneapolis, Minnesota

Dear Mr. Crane:

May I congratulate you on the very fine information which was given on this morning's home safety program presented by the Ramsey County 4-H Robinson Family.

Accident prevention is an outstandingly important proposition, and you are to be commended very highly for including this type of a program in your broadcast.

Very sincerely,

T. A. Erickson

T. A. Erickson, Consultant
Rural Services

TAE:al

"Render a service to your listeners and you're building a better radio station" is a guiding rule for WDGY's Program Planning Staff shown above. Commendation letters such as the one at the left are proof that WDGY continues to build a tremendously loyal audience in the Nation's eighth market.

New services—new features—new interests—all are expertly programmed by our planning staff to attract many new listeners as well as serve the old ones.

Reach these loyal listeners inexpensively—effectively! Invest your time dollar in WDGY—the station that gives you Minnesota and then some!

Service-Performance-Results

5000 WATTS — 1130 KC

STUART STATIONS — OMAHA — OIL

MINNEAPOLIS **WDGY** SAINT PAUL

MELVIN DRAKE
Vice President & Station Mgr.

CHARLES T. STUART
Pres. & Executive Director
Executive Offices, Stuart Bldg., Lincoln, Nebr.

AVERY-KNODEL INC.
National Representatives

BROADCASTING
TELECASTING

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Elizabeth Jo Hailey, Irving Marder, Mary Zurhorst; EDITORIAL ASSISTANTS: Jocelyn Brown, Grace Hargrove, Frances Tymann.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

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Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

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250 Park Ave., Zone 17, *PLaza* 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Joseph M. Sitrick, Patricia Ryden, Dorothy Macarow.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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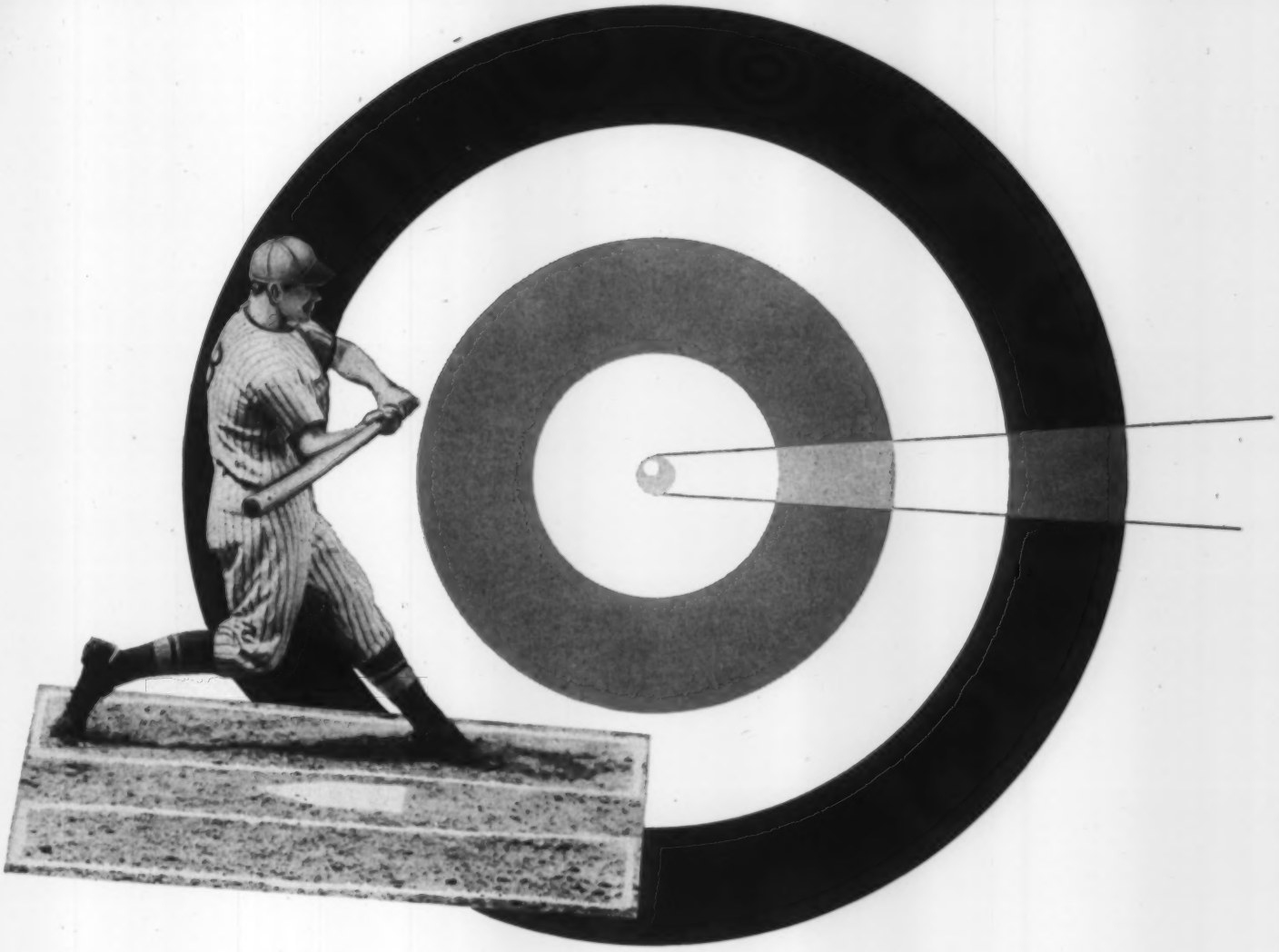
SUBSCRIPTION PRICE: $5.00 PER YEAR, 20¢ PER COPY



ON TARGET

Every team has its stars, but even all-star teams need coordination to succeed. The teamwork of Weed and Company gives each of its men full benefit of the knowledge and experience of this highly coordinated organization.

WEED
AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK · BOSTON · CHICAGO · DETROIT · SAN FRANCISCO · ATLANTA · HOLLYWOOD

WAKE UP TO THE OUTSIDE* AUDIENCE

on the Pacific Coast, too!

The outside Pacific Coast market is that vast area outside the counties in which the regularly Hooper-surveyed cities (Los Angeles, San Francisco, Oakland, San Diego, Portland, Seattle and Spokane) are located. Approximately half of all Pacific Coast retail sales are made in this outside market. A C. E. Hooper survey of 276,019 coincidental telephone calls proves that only Don Lee covers both inside and outside markets.

Anyone who is wide-awake knows that only the DON LEE Network *really* covers the Pacific Coast, since only DON LEE reaches the *outside* audience (the exclusive DON LEE market where half of the Coast's 12,117,584 people spend approximately half of the $9,038,433,000 in retail sales annually).

ONLY DON LEE *offers 41 stations (more than all other Pacific Coast networks combined) to do the job of* INSIDE *and* OUTSIDE *coverage.*

ONLY DON LEE *delivers* MORE LISTENERS *than any other Pacific Coast network. (More than 9 out of every 10 radio families on the Pacific Coast live within 25 miles of a* DON LEE *station.)*

Awaken the outside market to your product, too, by putting your show on DON LEE... the only network with facilities to reach *both* the inside and outside markets on the Pacific Coast.

The Nation's Greatest Regional Networ

Mutual
DON LEE
BROADCASTING SYSTEM

THOMAS S. LEE, *President*
LEWIS ALLEN WEISS, *Vice-Pres. & Gen. Mgr.*
SYDNEY GAYNOR, *General Sales Manager*
5515 MELROSE AVE., HOLLYWOOD 38, CAL.
Represented Nationally by John Blair & Co.

C. E. HOOPER, INC.
December 1946—January 1947
STATION LISTENING INDEX
Tampa—St. Petersburg, Florida

MORNING
WFLA 31.8
STA."B" 18.3
STA."C" 26.0
STA."D" 19.6

AFTERNOON
WFLA 34.6
STA."B" 24.5
STA."C" 14.9
STA."D" 20.8

NIGHT
WFLA 45.7
STA."B" 22.9
STA."C" 16.4
STA."D" 13.1

it's

WESTCOAST
FLORIDA'S
LARGEST
AUDIENCE

Before you buy radio time in the prosperous Tampa-St. Petersburg market, look at Hooper! For in this, the heart of Florida's richest, most-heavily-populated trade area, WFLA continues to lead in listeners—ALL DAY, EVERY DAY!

5000 WATTS
DAY AND NIGHT
WFLA
The Tampa Tribune Station
TAMPA
NBC
National Representative
JOHN BLAIR & CO.
Southeastern Representative
HARRY E. CUMMINGS
Jacksonville, Fla.

Feature of the Week

DIFFERENCES between the listening habits in an individual city and the national average, and the national ratings as a yardstick to measure local program preferences, are illustrated by results of a survey made Feb. 10-23 by WTMJ Milwaukee.

Bob Hope, the national top rated program that month, ranked fourth with Milwaukee listeners, although they rated him 32.1, more than a point above his national rating of 31.0. Milwaukee's favorite program was *Life of Riley* which rated 32.7 in that city, compared with its national rating of 14.4. Second on the Milwaukee roster was Red Skelton, rated 32.6 locally as against the national rating of 24.6. Charlie McCarthy placed third in Milwaukee, with 32.2, in contrast to its national rating of 24.6.

Variation in Listening

Another indication of Milwaukee's variation from the national average of listening habits is seen by a comparison of sets-in-use. In Milwaukee, the WTMJ survey shows, the 6-10:30 p.m. average is 37.6%, the national average 32.8%. From 8 a.m. to 6 p.m. Milwaukee sets-in-use averaged 20.6% as against a national average of 19.4%.

These variations in listening habits of Milwaukeeans from the national norm are ascribed to several factors. With a large part of its population of Germanic descent, musical programs rate well above the national average. Lacking a local Mutual station, that network's programs are receivable from WGN Chicago, 90 miles away. Differences in Milwaukee and national ratings might also be due to the "exceptionally large number of calls" in the Milwaukee study — 104,488 attempted and 74,414 completed. The number of completed calls, the report points out, represents an approximate average of 200 listening homes (actual sets in use) for every evening half-hour and between 300 and 350 listening homes per day quarter-hour for a five-day period, Monday through Friday, over a two-week period.

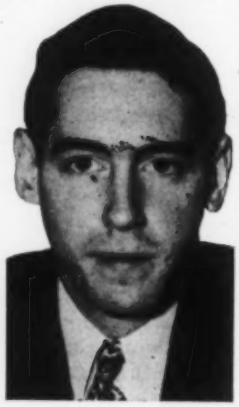
The Milwaukee survey extended its calls for a two-week period, covering weekly half-hour shows twice and daily quarter hour shows ten times in contrast to those surveys usually conducted for short periods and with less frequency.

Nobody But Bakers

WHEN PHIL BAKER celebrates the seventh anniversary of his CBS *Take It Or Leave It* program on April 20, it will be before a studio audience made up entirely of people named Baker. The show is sponsored by Eversharp, Inc., Chicago, through the Biow Co., New York.

Sellers of Sales

EDWIN S. FRIENDLY Jr., radio timebuyer for Batten, Barton, Durstine & Osborn Inc., New York, is one person to whom "Holiday" does not mean a day off. It does, however, denote success to Mr. Friendly, for when he was assigned to handle the *Holiday Magazine* campaign for BBDO last June it was his first big assignment. How capably he handled it is indicated by the fact that the circulation climbed from approximately 240,000 to over 600,000 in six months' time.



ED

Born in New York City April 8, 1922, Mr. Friendly has lived there all his life. He was graduated from the Manlius High School in 1941 and was taking post-graduate work when the war came along. He enlisted in the Infantry in June 1942, went through the Ft. Benning OCS and shipped to the Pacific with the Sixth Infantry Division. He participated in the New Guinea campaign and was eventually discharged with the rank of captain in December 1945.

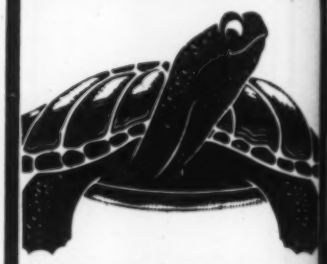
Immediately after his discharge, he joined BBDO's timebuying department as assistant to Eunice Dickson, becoming a full - fledged timebuyer last summer. In addition to *Holiday*, Mr. Friendly handles *Saturday Evening Post*, Curtis Circulation Co., and United Fruit Co., famous for its Chiquita Banana jingles.

Handsome Ed emphatically states that he is not only single but has no designs.

In the way of recreation, Ed likes to play golf, watch football games, and, strictly for his own amusement, he likes to see what he can do with a piano. He says, though, that his real hobby is work. "After all," he adds, "I have to make up for those 3½ years in the Army."

Remember the story about...

THE HARE AND



THE TORTOISE?

No... the race doesn't always go to the big or the flashy. And down here in Washington, WWDC proves it every day. If you want the sales that a steady-moving, hard-working station can produce . . . then WWDC belongs on any list. We've got sales success stories that prove it. A lot of time buyers know this. How about you?

Keep your eye on
WWDC
IN WASHINGTON, D. C.
Coming Soon—WWDC-FM
Represented Nationally by
FORJOE & COMPANY

*More than 18,000 Dimes

On February 6, 1947, Mr. Ollie E. Fink, Executive Secretary, Friends of the Land, presented a special certificate to Sam Schneider, KVOO Farm Director which reads as follows:

"FRIENDS OF THE LAND, By Order of the Executive Committee, Conveys congratulations and appreciation to Sam Schneider of KVOO, Tulsa, Oklahoma, in recognition of his meritorious service in the promotion of the wise use of soil and water for the good of man, realizing that conservation is the basis of our existence in the years to come."

Yes, more than 18,000 KVOO farm radio listeners wrote to KVOO in three weeks for a five-package seed offer as the result of KVOO Farm Department announcements. Every letter contained a dime and advised the time of day the writer heard the offer!

All announcements featuring this seed offer were made on Farm Department programs. No other promotion was used. We believe this gratifying response is powerful evidence of the faithful audience our Farm Department programs always enjoy. We know that every letter we received is proof that our listeners know *any offer made by KVOO is a good offer* and one that *can be trusted!*

Over eight years of diligent service to Southwestern farmers, ranchers and truck growers is already history to the KVOO Farm Department. No wonder it is recognized as the outstanding radio farm service institution of the Southwest!

***Tabulation not complete**

RADIO STATION KVOO

50,000 WATTS NBC AFFILIATE 1170 KC

Oklahoma's Greatest Station *Tulsa, Oklahoma*

Edward Petry & Co., Inc., National Representatives

The case history
of a successful
Chicago advertiser
...not yet on the air

Some advertiser in the Chicago market is about to snap up the participation now available on WBBM's "Housewives' Protective League-Sunrise Salute" combination.

Perhaps *you* are this advertiser. If so:

...Your sales story will be heard every week by one out of every four radio families throughout the country's second biggest market!*

...You'll be reaching more listeners than are delivered in a week's time by almost any other program—network and non-network, day and night—on any Chicago station!*

...And thirteen weeks from now odds are better than even that you will renew your contract. (More than 50 of the 95 advertisers who have been on the program since the initial broadcast in August 1942 signed up for second three-month runs!) In fact, if the law of averages means anything, you'll be a sponsor for 54 weeks!

Your HPL-SS sales messages are sure to get *attention*. Ad-libbed into the program, they will be given the kind of honest recommendation that one friend gives another. And your commercials will get *action*. Listeners will know your product has been submitted to a rigid consumer test...endorsed by a housewives' panel, 3,000 strong...and awarded the HPL stamp of approval.

Three days a week, these effective sales messages of yours will be heard on "The Housewives' Protective League" (4:00 to 4:30 p.m., Monday through Friday, and 1:00 to 1:30 p.m. on Saturday). On the other three days your wares will be sold on "Sunrise Salute," broadcast from 6:00 to 6:55 a.m., Monday through Saturday. Both shows are emceed by Paul Gibson—a past master at talking about everything from a Hindu recipe for soup to a convincing story about your product.

Are you this advertiser?

You can be.

Just call WBBM or Radio Sales—today.

WBBM

Chicago's Showmanship Station

Columbia Owned · 50,000 watts, 780 kc.

Represented by Radio Sales, the Spot Broadcasting Division of CBS with Offices in New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

*CBS-WBBM Listener Diary conducted throughout the 71 counties in WBBM's Primary Day-Night Listening Area (7th Series).

NO. 4—Intimate Glimpses into the Lives of the Great(est Spot Radio Sales Organization on Earth!)

OVERTIME!

To you who think that radio-station representation is all cakes and ale, we accurately report that the kind-hearted caricature above was drawn on a *Sunday* morning, long after the regular 40-hour week of the F & P Colonel depicted. It's our Arthur J. Barry of the New York Office, doing some overtime—which is a perfectly normal situation for *all* of us. Our work ends only when we finish *your* jobs. If midnight oil is required, we burn it. And *gladly*. Want proof?

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BALTIMORE	WCBM
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
CINCINNATI	WCKY
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC
LOUISVILLE	WAVE
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
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BROADCASTING
TELECASTING

VOL. 32, NO. 14 WASHINGTON, D. C., APRIL 14, 1947 $5.00 A YEAR—20c A COPY

FCC Issues New FM Allocation Plan

Four-Channel Separation Is Keystone For Assignments in Same Area

By RUFUS CRATER

Text of Proposed Rules, Standards and Allocations in special supplement, pages 24A, 24B, 72A and 72B

PLAN for nationwide reallocation of FM channels, employing minimum four-channel separation as the keystone for assignments in the same area, was issued late Thursday by the FCC.

Designed to eliminate interference arising between stations operating in the same cities under the present alternate-channel method of allocation [BROADCASTING, March 17, 24, 31, April 7], the plan is based on proposed rules and standards changes which the Commission announced simultaneously and set for hearing May 8-9.

The plan calls for full-scale realignment of channel assignments throughout the U. S. and will affect about 90% of the approximately 200 stations already licensed or in interim operation in addition to channels as yet unassigned.

More Availabilities

While four-channel (800 kc) separation is the plan's minimum standard for same-city assignments, much greater separation is provided in most cases except in the largest cities.

The Commission emphasized that no area would lose channel availabilities under the proposal, and that some would gain. The allocation plan, which would replace the plan issued under present rules in December 1945 and subsequently revised, provides for 1,685 Class B stations, compared with slightly more than 1,600 in the original allocations.

Like the present allocation plan, it applies only to Class B channels and would be subject to adjustment from time to time to meet the demand for channels in various areas.

There would be no change in total number of either Class A or Class B channels—20 of the former and 60 of the latter. But the present block allocations of each would be eliminated. Class A's and Class B's would be scattered together throughout the FM band.

Announcement of the proposed changes followed by approximately a month disclosure by BROADCASTING that readjustment of assignments was under consideration [BROADCASTING, March 17, 24], and that a plan normally embracing four-channel separation in the same city would be announced shortly. [BROADCASTING, March 31, April 7].

FCC said that "in view of the limited number of FM stations that have completed full construction, it appears that changes in frequency assignments may be made at this time without causing substantial expense to the stations now on the air or under construction." Some 200 stations are licensed or operating on an interim basis, FCC said, noting that 20 to 25% of these have completed full antenna construction.

"Since FM transmitting antennas normally may be used for any channel in the FM band, readjustment or retuning is usually all that is required. With respect to stations operating with temporary antennas, it is not contemplated that frequency changes would have to be made in most cases until the permanent antenna is installed. The expense involved, therefore, would usually be limited to that required for transmitter crystals and recalibration of the frequency monitor," the Commission declared.

May Apply Now

Until the proposed changes are adopted, FCC said stations now in operation or wishing to start operation may request special temporary authorization for use of a frequency assignment under the proposed allocations plan. If there

(*Continued on page 82*)

AREAS which would gain Class B channels under the proposed FM reallocation plan, FCC officials said, include the following—in most of which, it was pointed out, the gain would permit assignments to all pending applicants although demand exceeds supply under present allocations:

San Diego, Calif.—Six channels (gain of one);
Wilmington, Del.—Four channels (gain of one);
Atlanta, Ga.—Eight channels (gain of one);
Indianapolis, Ind. — Nine channels (gain of two);
Baltimore, Md. — Eleven channels (gain of one);
Holyoke-Springfield, Mass.—Eight channels (gain of two);
Cleveland, Ohio—Nine channels (gain of two);
Providence, R. I. — Seven channels (gain of one).

In the proposed allocations, Indianapolis includes Anderson; Baltimore includes Annapolis; Cleveland includes Lorain, and Providence includes Pawtucket.

Advertising's Headaches Are Studied

ANA Support For Ad Council Is Urged By Kobak

THREE HUNDRED AND FIFTY members of the Assn. of National Advertisers, meeting at Chicago's Drake Hotel April 7-9, discussed mutual problems of peacetime conversion and means of creating the greatest selling program in the history of advertising. Subjects ranged from market research to merchandising in all media.

Broadcasting's part in the national economy was scrutinized at a radio council meeting at which A. N. Halverstadt, advertising director of Procter & Gamble Co., presided. This session, held on Tuesday, heard a proposal by Edgar Kobak, MBS president, for strong support for the Broadcasters Advisory Council. Mr. Kobak urged cooperation of all advertisers in doing a better selling job through improvement of radio advertising and program techniques.

Each discussion was aimed at determining how to improve the national economy through advertising. The various sessions also were concerned with the ways advertising could combat labor difficulties, Communism and poor employer-employe relations.

Address by Chase

The question of improving employer-employe relations was covered in the Wednesday morning sessions on "A Program for American Industry." Highlighting this session was an address by Howard Chase, public relations director of General Foods Corp. and chairman of the joint ANA-AAAA public relations committee.

Worker disinterest, Mr. Chase pointed out, is costing American industry millions of dollars annually in defective merchandise, layoffs and decreased production. Through an organized system of labor and public relations based on modern advertising, he said, renewed interest in the employes' role in industry can be established.

Major action which took place at the radio council meeting included:

Broadcasting Advisory Council: On question put by Mr. Kobak as to active participation of ANA in future activities of the Council, members voted to act in an advisory capacity.

AFRA: I. W. Diggs, legal council for ANA, said advertisers should be represented in future negotiations between AFRA and networks since it was the advertisers who were footing the bill for talent.

Television: ANA members expressed opinion that television had great possibilities as advertising medium but doubted it could be used satisfactorily for national advertising. Recommended that no action be taken on video's advertising potential at first time.

(*Continued on page 83*)

How AFM Will Whack Up Royalties

Disposition of $2,000,000 From Record and Disc Makers Analyzed

HOW THE American Federation of Musicians will whack up nearly $2,000,000 in royalties collected from record and transcription manufacturers for development of "musical culture" and relief of musicians was indicated in calculations made last week, based on the known denominators.

These calculations are set forth in the accompanying table. They are based on data released by James Caesar Petrillo, AFM president, last February when the royalty collections aggregated $1,756,435 as of Dec. 31, 1946. But the royalties are coming in at an increasingly rapid clip, with the likelihood that between $2,000,000 and $2,500,000 additional would be collected in 1947.

The royalties accrued to the union from the agreement reached with the record companies nearly four years ago, with the understanding that the funds would be spent exclusively by locals of the AFM, on a quota basis, to provide free musical entertainment and to compensate the participating musicians.

There was violent protest against the fund on the ground that AFM was setting up a "private WPA" with no control over disposition of the money. Mr. Petrillo last February, however, said that each local would assign musicians to perform for charitable enterprises, at hospitals, public concerts and events which do not compete with commercial music. The musicians playing such performances would be paid out of the fund at prevailing scales and would not be taxed by the union.

Record Prices Up

Recording companies and transcription companies are paying a royalty ranging from ¼ cent to five cents per record at the source. The AFM president has argued that this does not "cost the public a cent," contending that the money has come from the profits of the companies. Record prices, however, generally have increased.

Mr. Petrillo announced that the fund would be allocated to locals on a pro rata system, except that locals in major cities where musicians personally realized the benefits of recording dates, will be given proportionately less than those in communities where musicians depend on local performances to earn their livings.

The plan, as outlined by AFM, provides that each local shall receive $10.43 per member except those in New York, Chicago and Los Angeles, each of which would receive $10.43 for each member up to 5,000 and $2 for each beyond that figure.

The table produced herewith is predicated upon that formula and is based upon the membership of the locals in major markets, as computed and published by AFM headquarters.

1. Of the $1,756,435 in royalties collected, $1,651,058 has been allocated.
2. All Locals—First 5,000 members—$10.43.
   Each additional member over 5,000—$2.00.

3. Local	City	Members	Per Member	Amount
802	New York City	24,686	$10.43 to 5,000 $2.00 over	$91,522.00
10	Chicago	10,975	$10.43 to 5,000 $2.00 over	64,100.00
47	Los Angeles	10,483	$10.43 to 5,000 $2.00	63,116.00
5	Detroit	4,413	10.43	46,027.59
6	San Francisco	4,010	10.43	41,824.30
77	Philadelphia	3,765	10.43	39,268.95
9	Boston	2,478	10.43	25,845.54
60	Pittsburgh	2,477	10.43	25,522.21
4	Cleveland	2,169	10.43	22,622.67
8	Milwaukee	1,926	10.43	20 088.18
149	Toronto	1,796	10.43	18,732.28
73	Minneapolis	1,622	10.43	17,334.66
76	Seattle	1,495	10.43	15,592.85
16	Newark	1,414	10.43	14,748.02
161	Washington, D. C.	1,295	10.43	13,506.85
2	St. Louis	1,262	10.43	13,162.66
30	St. Paul	1,238	10.43	12,912.34
40	Baltimore	1,168	10.43	12,182.24
406	Montreal	1,139	10.43	11,879.77
1	Cincinnati	1,104	10.43	11,514.72
325	San Diego	1,020	10.43	10,638.60

Ohio Campaign

SPOT radio campaign beginning April 20 is planned by Schoenfeld, Huber and Green, Chicago, for Fruit Industries Ltd. (California wines) Campaign will cover Cleveland, Youngstown, Canton, Dayton, Columbus and Cincinnati markets over stations not yet determined, for 13-week period. Sponsor also renewed spot campaign on WTMJ Milwaukee for 13 weeks.

PURE OIL Co., Chicago (petroleum) has ordered 52-week renewal on May 5 of H. V. Kaltenborn news commentary heard over NBC Monday through Friday 6:45-7 p.m. CST. Agency, Leo Burnett Co. Inc., Chicago.

Mars to Expand

MARS, Inc., Chicago candy manufacturer, plans to add 19 stations to those airing its NBC program *Curtain Time*, effective May 3. Additional outlets: WWJ, WTMJ, WOC, WJAC, WSAN, WSAL, WKVO, WAZL, WGL, WIBA, WSJS, WSBS, WTMA, WSLA, WJDX, WSMB, KSMC, KARK, KOAM.

SEASIDE OIL Co., Santa Barbara, Cal., (tires, petroleum products) on May 5 starts five weekly "Gas Again" on KHJ Hollywood, and twice weekly on 17 Don Lee California stations, Tues., Thurs., 3:30-3:45 p.m. (PST). Contract is for 52 weeks. Agency is Lockwood-Shackelford Adv., Los Angeles.

Drawn for BROADCASTING by Sid Hix

"No, I am NOT the Webster who draws 'The Unseen Audience'."

Networks Report No Great Disruption During First Week of Telephone Strike

RADIO BROADCAST appeared to be running according to schedule with no major difficulties reported by the networks as a result of the telephone strike, as BROADCASTING went to press.

With no maintenance for the permanent operating lines, there was always the chance of a breakdown if the strike continued to drag on, but network officials, with their fingers crossed, reported normal operation.

It seemed unlikely that either of the radio engineers unions would participate in any sympathy strikes. The National Association of Broadcast Engineers and Technicians had "no strike" clauses in its contracts with NBC, ABC and WOR New York. CBS engineers, the International Brotherhood of Electrical Workers (AFL), did not threaten any action either.

A change in format was necessary for MBS' new program *Opinion-Air*, which had its premiere Wednesday evening. The program called for listeners to phone in their opinions on the controversial question under discussion, but because of the strike, they were requested to write letters instead. ABC received permission to do a remote from the locale of the Texas tornado, and CBS was able to get through a few special broadcasts such as Red Barber's show from Rebel Stadium in Dallas, Tex.

Most Western Electric plants were still shut down almost 100%, with no settlement considered imminent and company spokesmen conceding that a settlement by Western Electric depended on what happened in the telephone industry. The company's largest plant, The Hawthorne in Chicago, was only about 60% operative because many workers would not cross picket lines. It is not believed, however, that delivery of radio transmitters will be affected, for the Winston-Salem and Burlington, N. C. plants which manufacture radio equipment, are not on strike.

Hooper Unaffected

Operations of C. E. Hooper Inc., have not been affected so far. This month's first survey, originally scheduled for April 1-7, was changed to March 31-April 6 when the strike became almost certain and thus was completed before the walkout became effective. The next survey is scheduled for April 15-21, but can be postponed another week if the strike continues, according to a Hooper official.

The New York Telephone Co. bought one minute spots and chain break announcements on most of New York City's stations last week and explained the emergency use of the telephone. ABC, meanwhile, offered time and facilities to all sides involved in the strike, and broadcast frequent instructions for emergency use of the telephone, weather reports, time signals and news bulletins dealing with the strike's progress.

Can Radio Alleviate Agency Tasks?

Executives, Time Buyers Cite Facts Needed for Media Use

THE second questionnaire in BROADCASTING'S poll of advertising agencies (fifth in the TRENDS series conducted by Audience Surveys, Inc.) was submitted to a representative cross-section* of advertising agency executives and time buyers in late February.

The panel was asked:

(1) To rate the usefulness of the facts and information which broadcasters now supply to agencies;

(2) To suggest what additional data are needed to facilitate agency use of radio;

(3) To evaluate radio station merchandising and promotion activities; and

(4) To specify which of these activities they would pay more to obtain.

Results of the survey follow.

The first question was designed to follow up the results of the first agency poll (reported in BROADCASTING Jan. 6 and 20) in which the panel rated radio third (after magazines and newspapers) in the usefulness of the facts and information which it furnished advertising agencies.

After a simple statement of this earlier finding, the panel was asked: *How do you rate the information and facts which you now get from radio? (See Table I).*

Agency executives are most pleased with the program logs supplied them, least pleased with rating data. Twice as many rated program logs "good" (48%) as gave top praise to any other information or facts supplied them by broadcasters, and fewer (7%) considered program logs "poor" than any other single item.

With the exception of program logs, none of the factors reported was rated "good" by more than a quarter of agency respondents, and more "poor" than "good" opinions were registered for each service. Approximately one out of every three respondents consider rating data, market data, program descriptions and coverage figures "poor."

Panel members were then asked: *"What facts and information which you are not now regularly receiving are needed to facilitate your use of radio?"*

Analysis of the "free answers" to this question show that agency people want either additional or improved data as shown in Table II.

Table II

	% of All Respondents
Ratings and audience listenership	22%
Coverage	9
Availability information	9
Market data	6
Data on sponsorship of programs and spots	6
Program logs	4
Cost per listener	3
Program case histories	3
Audience response data	1
All other	6

Examination of the replies to this question clearly indicates that most agency executives are not seeking new kinds of data from stations but want data extended and improved.

Thirty-eight per cent of the panel, more than half of all those answering this question, want more or improved audience information of one kind or another (ratings and audience data, 22%; coverage, 9%; case histories, 3%; cost per listener, 3%; and audience response data, 1%).

Typical of the data requested by this major group are:

Ratings and listenership data:

"Faster rating information than we now receive"
"Local ratings"
"Comparison ratings on competing program periods"
"Ratings by quarter hours"
"Standardized ratings"
"Data on *who* listens, by geographical area, by income, etc."
"Qualitative listenership studies . . . and more studies of listenership impression by type of program and by nature of commercial"
"Hourly listening habits of rural population by season"

Coverage:

"Accurate coverage maps of all stations"
"Standardization of coverage information—BMB is a good step forward"
"More honesty on actual coverage"
"Comparative coverage figures between overlapping stations"
"BMB where stations do not subscribe"

Case histories:

"More case result facts on spot placements"
"Concrete, detailed 'success stories' for various types of sponsors"
"Case histories of specific results obtained by use of radio alone or in conjunction with other media"

Cost per listener:

"Cost per 1,000 radio homes by periods"
"Cost per listener comparisons with similar costs for other media"

Audience response data:

"Statistics on audience response to specific programs, in terms of mail, etc."
"With all due respect for BMB, etc., I would rather buy time on the basis of a bona fide mail count, i.e., a letter written in for a specific purpose, or to buy an article without free offers made"

Nine per cent of the panel members want improvements in availability information. Representative comments are:

"Quicker action when availabilities are needed"
"More frequent data on availability"
"More accurate availabilities —we have been given availabilities which often prove inaccurate even in instantaneous reply for contracts."

Six per cent seek better or more market data:

"More useful market data, in-

(*Continued on page 86*)

*A sample of all national and regional advertising agencies in the U. S., controlled for proper balance by geographical area and volume of business.

"How do you rate the information and facts which you now get from Radio?"

TABLE 1

Percent of All Respondents

	Good	Fair	Poor	Don't Know & No Answer
Program logs	48%	38%	7%	7%
Availability information	24	41	26	9
Coverage figures	19	45	30	6
Ratings	20	35	34	11
Market data	21	43	31	5
Descriptions of individual programs	26	33	33	8

Radio Writers Guild Authorizes Strike Against Four Networks

AUTHORIZATION of a writers' strike against the four major networks, was voted last week by the Radio Writers Guild.

New York and Hollywood locals of the Guild on Monday night voted by a large majority to empower the Guild's strategy committee to call a strike against the networks "at any time," according to Roy Langham, the Guild's national executive secretary.

Chicago's Radio Writers Guild decided by a vote of 130 to 3 to join New York and Hollywood in a strike resolution.

The strike vote followed what the Guild described as fruitless efforts to entice the networks into negotiations on behalf of freelance radio writers.

A meeting between negotiators for the Guild and the four networks was held Thursday in New York without a decision being reached.

Emerging from the meeting, Mr. Langham told BROADCASTING: "Up to now, the networks have not expressed willingness to recognize the Radio Writers Guild or to negotiate with the Guild. The network representatives are to give us their final word next Thursday."

During the conference, the networks were understood to have stood pat on the contention they have held since the beginning of the Guild's overtures, that a determination by the National Labor Relations Board as to whether freelance writers were independent contractors or employes was needed before bargaining could begin.

One network executive said the Guild had asserted it would not take the issue to the NLRB. The networks, he said, were "now considering" issues introduced by the Guild at the conference.

"The networks," he said, "have never expressed an unwillingness to talk with the Guild." The question that needed settling, however, before they would agree to bargain collectively with freelance writers was whether such writers were employes, he said.

Two-Year Endeavor

For nearly two years, the Guild has sought—first from the American Assn. of Advertising Agencies and more recently from the networks—recognition of the Guild as a bargaining unit for the freelance writers who are the majority membership of the Guild.

Neither the AAAA nor the networks has yielded, each contending that freelance writers are inde-

(*Continued on page 82*)

Personnel Lack Slows FCC—Denny

Staff Must Be Increased To Reduce Backlog, Chairman Says

FCC CHAIRMAN Charles R. Denny declared last week that the achieving of prompt action on broadcast applications depends upon the Commission's obtaining more personnel.

He asserted that in his opinion the delays which await applications today are "intolerable," and said that FCC has "about exhausted its ingenuity so far as inventing time-saving procedures are concerned. To move the accumulated hearing load at a satisfactory pace will necessitate putting more people on the job."

The long-range hope, he said, is and should be to act on applications, by outright grant or designation for hearing, within 30 days after they are filed; to hold hearings within 30 days after designation, and to issue decisions within 30 days after hearing.

Little Hope Voiced

But he saw little chance of reaching this goal under present conditions.

The necessary increase in tempo, he declared, can be accomplished only by an increase in staff strength.

[Editor's Note: Under normal procedure, additional personnel would not become available until July 1, the beginning of the new fiscal year. However, the *Congressional Record* shows that in an effort to advance the date for putting added employes on this work the Commission has requested a supplemental appropriation for the last three months of the present fiscal year [BROADCASTING, Feb. 24]. Budget Bureau said the supplement, involving $82,000, if granted would be used to add as many as possible of the approximately 80 additional workers requested by FCC for the coming fiscal year.]

Mr. Denny outlined his views, and cited figures to support them, in response to a query by BROADCASTING.

Review FCC Status

By comparison with the goal of final action even on docket cases within a maximum of 90 days, he noted that 472 AM applications before the Commission as of April 1 had been there more than six months; 118 from four to six months; 172 from two to four months, and 352 under two months.

He asserted that this backlog would be even larger "except for the vast amount of work that the Commission has disposed of in the last year." Again he cited supporting figures:

In AM alone, he declared, FCC has disposed of 1,215 applications since Jan. 1, 1946 (to April 1, 1947). These included 993 in 1946 and 222 in the first three months of this year. In the same period 1,572 applications have been received, and 757 were already on hand when the period started.

Increased Backlog

The number of pending cases—awaiting disposition—has grown from 757 on Jan. 1, 1946, to 890 a year later, to 1,114 on April 1, 1947. The figures represent only AM applications for new or changed facilities.

New-station grants in the same 15 months totaled 632 (532 in 1946 and 100 in the first quarter of this year). By comparison, Mr. Denny noted, the old Federal Radio Commission made a total of 594 new-station grants from 1927 to 1934, and FCC made a total of 469 from 1934 through 1945. Thus 1,695 AM stations have been authorized since the first days of FRC. With 85 deletions through the years, the number of stations operating or under construction as of April 1 was 1,610.

The backlog of hearing cases, included in the overall total of 1,114 pending AM applications, also has grown. As the broadcast band becomes more and more crowded, more and more applications will face competitive consideration. It is these cases which take most time.

The AM hearing total on Jan. 1, 1946, was 369. Mr. Denny pointed out that the Commission inaugurated the five-a-day hearing plan in late 1945 and disposed of 237 docket cases during the ensuing year, but nevertheless came up to 1947 with 492 awaiting disposition. During the first three months of 1947 the number grew to 537.

Time Lag

The lag here, it was noted, usually comes between the hearing and issuance of decision. For this reason, Chairman Denny said, the Commission lately has been more concerned with getting out decisons on old cases than in scheduling hearings for the relatively new ones.

Mr. Denny held out hope that machinery already set in motion will go part way toward clearing away the backlog. These procedures include the processing-line plan of considering applications in the order in which they are filed, and the current temporary expediting system whereby FCC and industry engineers are concentrating on AM applications filed before Feb. 7 without regard to those filed later.

The Chairman did not predict whether the expediting plan would meet its May 1 goal of grants or designations for hearing for all AM applications filed prior to Feb. 7. Nor did he predict whether, in event that goal is not reached, the Commission will extend the May 1 closing date of the expediting procedure, or whether, in any event, it may appear advisable to call

(*Continued on page 78*)

SEVENTH CHAIR of the FCC was filled Thursday when Edward Mount Webster, former Chief Communications Officer of the Coast Guard and one-time Chief Engineer of the FCC, took the Commissioner's oath from Miss Pansy Wiltshire, chief of employment placement of FCC's Personnel Division. The ceremony was witnessed by members of his family, Commissioners and top FCC staff members, and dignitaries of the State Dept., Coast Guard and Navy, including Admiral J. F. Farley, Coast Guard commandant. A few minutes after the oath was administered, Commodore Webster, who has taken part in many Commission meetings as Chief Engineer, participated in his first meeting in his new status as Commissioner

GOP Whets Economy Axe for FCC

Chairman Urges Cutbacks And 'Close Scrutiny' Of Commission

REPUBLICAN ECONOMY axe started lowering on FCC last week as the Independent Offices Appropriations Subcommittee set April 28 as the tentative date to hear Commission justification of a $7,300,000 budget.

Chairman Richard B. Wigglesworth (R-Mass.) said he has not had time to study justification already submitted by the Commission [BROADCASTING, March 10] but he was on record for both economy and close scrutiny of FCC's handling of its authority.

Commission authority thus moves into focus of a Congressional triple play. Senate Interstate & Foreign Commerce Committee Chairman Wallace H. White Jr. (R-Me.) is expected to introduce a bill to amend the Communications Act in about two weeks. The White bill is aimed toward re-definition of Commission powers to bring it more into line with "intent of Congress."

A complete bill is already in draft form. Sen. White's concern with FCC's program censorship indicates he may seek to confine Commission program jurisdiction solely to consideration of renewals every three years. FCC authority over broadcasting business also is expected to be modified if not completely eliminated in the pending White proposal. In view of Sen. White's protests against Commission promulgation of network regulations it is likely that he may seek to remove regulatory power from FCC and incorporate regulations in his bill.

Ownership controls appear to be in line for reform, possibly to provide licensees with privileges of operating one station in each band without being subject to duopoly. Thus a licensee may be able, under the White bill, to operate an AM station, an FM, television, facsimile and any other new type mass communication service. He is probably, however, considering limitations upon the number of stations which a single entity may own in different areas.

FCC Probe

Meanwhile on the House side, Chairman Charles A. Wolverton (R-N. J.) of the Interstate & Foreign Commerce Committee is studying plans for establishment of a subcommittee to initiate FCC investigation proposed in a resolution [BROADCASTING, April 7] expected to be approved on the floor within two weeks.

House Republican leadership is understood to have crystallized a decision to back the Wolverton Committee against any attempt to set up a select committee to probe FCC.

FCC money worries are multi-

(*Continued on page 78*)

HOW WHO HELPS MIDWEST GROW MORE, BETTER CORN!

In 1936, Iowa grew 190 million bushels of corn. Ten years later, in 1946, production had increased nearly four-fold, to 661 million bushels. *A large part of this increase was due to the rapid utilization of hybrid corn by Iowa farmers.* And that's how WHO comes into this story.

In 1937, the WHO Radio Corn Festival was inaugurated, offering prizes for the best samples of corn in three different classes. We thought it a huge success, even though only enough entries were submitted to fill three tables in our Studio A! *However, three-fourths of the awards went to hybrid corn growers.*

During each succeeding year, another Festival has been held, with more classes, more prizes, more entries, more emphasis on hybrids, *and more publicity, via WHO, for the progressive corn grower.*

The 1947 Festival, held this past January, was the all-time record breaker. It drew more than *1000 entries from 16 States,* competing for prizes in *37 classes.* Thousands of visitors came to the show, and four broadcasts conducted from the exhibit were heard by hundreds of thousands of intensely interested farmers all over the Midwest.

The WHO Radio Corn Festival is the largest event of its sort in the United States. It has given tremendous impetus to today's better corn-production everywhere. It is one of many *really significant* special services which WHO conducts regularly—is also one of many reasons why WHO is the first-choice radio station in Iowa Plus, for public and advertisers alike.

WHO

+ *for* Iowa PLUS +

DES MOINES . . . 50,000 WATTS

B. J. Palmer, President ● J. O. Maland, Manager
Free & Peters, Inc., National Representatives

Drastic Labor Bill Is Before House

Hartley Strike Ban Would Benefit Radio Field

By PETER DENZER

STRONG MEDICINE for labor was proposed Thursday in a controversial Labor-Management Relations bill introduced by Rep. Fred A. Hartley (R-N. J.), chairman of the House Labor Committee.

The proposal answers most "equal treatment" demands made by management during almost three months of hearings, but it was recognized that the measure would be watered down considerably by the Senate, where more moderate legislation is in the making.

The Hartley bill would ban jurisdictional strikes, industry-wide bargaining and would bring unions under jurisdiction of the anti-trust laws for violation of monopoly provisions. It probes deep into internal union management with specific regulations for the conduct of union voting and membership procedures.

The bill was introduced over opposition of most of the Committee's Democratic members and grumbling from some of the Republicans. But Chairman Hartley predicted that all 15 of the GOP members "plus some Democrats" would vote for the bill.

The proposal specifically covers the communications industry and therefore, according to Rep. Hartley, makes special legislation against the telephone strike unnecessary. He will not press action on a bill (H. R. 2861) introduced March 31 to permit emergency use of the injunction against striking telephone workers.

The bill also bans the closed shop though it permits a union shop where it is accepted both by management and labor. Secondary boycotts are banned through the application of the anti-trust laws.

'Featherbedding' Defined

Featherbedding is defined as a practice which requires an employer to hire persons in excess "of the number of employes reasonably required to perform actual services," or to render payments in any form in lieu of employment in excess of actual requirements, or royalty payments to permit continued production. This definition is in effect a ban on the practice itself.

Regulations on the conduct of internal union affairs are propounded as "employe rights." Thus, under the proposal, union members "shall have the right to be free from unreasonable or discriminatory financial demands . . ." They would also be guaranteed participation in fair elections of union officials, and an annual accounting of union income and disbursements. Dues checkoff would be permitted only when authorized in writing by the employe.

One provision almost certain to meet the approval of both chambers denies recognition to any union which carries communists on its national or international board.

The bill would replace the present National Labor Relations Board with a new agency having sole function of deciding labor cases. An independent administrator of the labor relations law would investigate cases, present them to the board and take decisions into court for any necessary enforcement.

Morse Opposition

In the Senate, opposition to an omnibus measure, much milder than the House proposal, was strongest from former War Labor Board member Sen. Wayne Morse (R-Ore.) who predicted the 13-man Senate Labor Committee would muster a majority against the bill. Sen. Morse advocates separate legislation to deal with individual issues, such as union responsibility for breach of contract.

Passage of certain provisions of the House bill, such as the anti-featherbedding definition, would give radio stations protection otherwise afforded by the Lea Act, even if the latter does not pass the Supreme Court test due April 28.

Biggest gain for radio would be passage of the ban against secondary boycotts, sympathy strikes, and jurisdictional disputes.

Strikes against the "national interest," defined to include communications, would be handled by temporary injunction, good for from 75 to 90 days. During that period mediation and arbitration would be tried. Failure to effect settlement would leave the way open for a strike, but the government would also be free to bring another injunction.

This section would apply to the telephone strike, although there is little or no chance that it will be voted upon in time to bring it into effect in the current telephone walkout.

IT HAPPENED at the Mayflower Hotel April 5. J. Leonard Reinsch (l), radio advisor to President Truman when he isn't running the Cox radio stations, was at the hotel to check arrangements on the Jefferson Day Dinner pickup. Robert H. Hinckley, vice president of ABC in charge of Washington activities and of engineering, was there because he lives at the hotel. Both, incidentally, attended the dinner at $100 per plate.

WOKO Reorganization Plea Denied

FCC to Take Applications For Station's Channel Until June 1

A NEW REQUEST for WOKO Albany's facilities (1460 kc, 1 kw day, 500 w night) was expected last week to be filed before June 1 by at least some of the station's present owners, after FCC ordered WOKO deleted and invited applications for its facilities.

The Commission (1) rejected WOKO Inc.'s pending petition to reorganize and be granted renewal of license, and gave the company until Aug. 31 "to wind up its affairs"; (2) denied the petition of Van Curler Broadcasting Corp. for immediate consideration of its already heard application for WOKO's facilities, and (3) announced that until June 1 FCC "will entertain applications from any person" for WOKO's assignment, such applications to be considered competitively with Van Curler's.

FCC's orders were viewed as a clear-cut invitation to the present WOKO owners to come in with a new proposal for ownership and operation of the station. In view of the present common-ownership aspects of WOKO and WABY Albany, it appeared likely that any new WOKO application involving present owners would be conditioned on their disposing of WABY stock in event of a grant.

What proposals a new application would make had not been decided by station authorities. In the WOKO reorganization plan which FCC rejected, Harold E. Smith, who was found by FCC to have aided in concealment of 24% stock interest of Sam Pickard, would have traded his voting for non-voting stock but would continue as general manager. Raymond M. Curtis would then have had control (255 shares) and the Press Co., publisher of the Albany *Knickerbocker News*, would have owned the rest of common stock (250 shares).

Further Action Awaited

Still not acted upon by the Commission, however, is an application whereby the ownership of WOKO and WABY would be separated: the Press Co. would give up its interest in WOKO for Messrs. Curtis and Smith's minority interests in WABY, which Press Co. would then own outright. But counsel pointed out that the WABY application was contingent upon FCC approval of the WOKO reorganization and that, since the latter has been disapproved, the WABY plan presumably will be withdrawn.

FCC's orders, adopted April 4, were released last Wednesday, exactly four months after the Supreme Court upheld the Commission's denial on March 27, 1945, of WOKO's application for license renewal. The denial was on grounds that the 24% interest of Mr. Pickard, former Radio Commissioner and one-time CBS vice president, had been concealed in various representations made to the Federal Radio Commission and to FCC.

Separate Jett Opinion

The Commission's final orders were not wholly unanimous. Comr. E. K. Jett concurred in the result but issued a separate opinion asserting that the orders "should be further clarified" to protect "the innocent parties," including WOKO employes who might lose their jobs, and to assure Albany listeners of continuance of "the satisfactory service which has been, and is being, rendered by station WOKO."

Comr. Jett suggested that "the pending proposal looking toward a reorganization of WOKO or any other proposal which one or more of the present employes and/or stockholders of WOKO Inc. desire to have considered should be embodied in an application for a construction permit." He felt that any such applications should be designated for hearing with the Van Curler application but that Van Curler, whose application was heard last November, should be allowed to supplement its hearing record "in any way that it deems necessary" without the necessity of resubmitting the entire evidence.

Comr. Clifford J. Durr concurred with denial of the WOKO application but insisted that 30 addi-

(*Continued on page 91*)

1922 WMAQ 1947

Twenty-five years ago, the highest broadcasting standards were set for WMAQ. In a quarter-century of broadcasting in the public interest, WMAQ has never deviated from that high purpose.

With sincere thanks to all whose contributions have made possible its record of achievement, WMAQ renews its pledge to maintain its first position in the nation's second market through the service it will render.

FIRST IN CHICAGO

50,000 WATTS 670 Kc.

Represented by NBC SPOT SALES

FIRST IN CHICAGO

Formal opening April 13, 1922 (as WGU)

First broadcast as WMAQ October 2, 1922, featuring comedian Ed Wynn

First to broadcast a regular series of educational programs—in cooperation with the University of Chicago—November 28, 1922

First to broadcast a music appreciation program—1922

First—and only—Chicago station to broadcast Democratic and Republican conventions—1924

First to originate network commercial program series—Victor Phonograph Co. concerts on 22 station hookup—March, 1925

First to broadcast presidential inaugural ceremonies (Calvin Coolidge—1925)

First to broadcast regular daily schedule of professional baseball games—1925

First to broadcast an intercollegiate football game—1925

First to carry Amos 'n' Andy—January 10, 1928

First to broadcast two-way trans-Atlantic telephone conversation—1928

First Chicago station to install complete crystal control, with 100% modulation—1929

First to broadcast Marion and Jim Jordan (Fibber McGee and Molly)—1931

First to collaborate with a major university in creating a summer institute for special training of personnel for radio—1942

WMAQ—Chicago's No. 1 Station

The Voice of America's No. 1 Network

THE NATIONAL BROADCASTING COMPANY

In Buffalo
...new ownership*
...new programs

*Leo J. ("Fitz") Fitzpatrick and I. R. ("Ike") Lounsberry.

...are winning bigger markets than ever for advertisers on Columbia's basic outlet... Buffalo's oldest station.

WGR
550

WGR Broadcasting Corporation
RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

EXECUTIVES of WQXR New York and Stock Products Inc., register satisfaction in quintuplicate after completing negotiations for a 52-week contract for *Guest Conductor*. Program made its bow April 2 and is heard Wednesdays and Fridays from 7:30-8 p. m. Shown are: (l to r) Robert Krieger, WQXR account executive; Hugh Kendall Boice, WQXR vice president in charge of sales; John Foulis, general sales manager for Stock Products; Mario M. Morpurto, vice president of Stock Products; Robert Durr of Shappe-Wilkes Inc., agency handling the account.

Austin and Rubicam to Address AAAA Sessions in New York

SENATOR Warren R. Austin, U. S. delegate to the United Nations, and Raymond Rubicam, chairman of the Information Committee of the Committee for Economic Development, and former chairman of the board of Young & Rubicam, will be the featured luncheon speakers at the April 16 and 17 sessions of the American Assn. of Advertising Agencies Annual Meeting at New York's Waldorf-Astoria, it was announced last week by Frederic R. Gamble, president of the association.

Mr. Rubicam's address on April 16 concerning timely economic research of the CED will be limited to an audience from AAAA member agencies, while Senator Austin's address the following day will be open to members and invited guests.

Sessions on April 17 will deal with the theme "Work for Advertising," and will be handled under four headings: Personnel, Research, Ethics and Relations. Personnel will be under James H. S. Ellis of the Kudner Agency who will report for his special committee on education and training the details of examinations and aptitude tests designed to attract high caliber young people to advertising. Research talks will be built around the new AAAA Washington Newspaper Reader Survey and recent studies by the Advertising Research Foundation, Traffic Audit Bureau and BMB. The ethics discussions will review details of a new AAAA plan for a monthly interchange of opinions about advertising which members deem to be in bad taste. The final session on relations will have the first public announcement by the Joint ANA-AAAA Committee on Improvement of Public Understanding of Our Economic System.

Retailers Advised to Put TV, Fax in Future Plans

RETAILERS will experiment seriously with television and with facsimile newspapers when they become practical. This is one of the objectives listed under the heading of "Points to Consider in Retail Advertising" in a 32-page pamphlet just published and entitled "What the Retailer Should Be Thinking About Now!"

Pamphlet is the latest in a series of continuing mercantile studies issued by Alfred J. Silberstein-Bert Goldsmith Inc., New York advertising agency. Some of the basic problems which confront retailing as a result of the rapid transition from a war to a peace economy are reviewed in the pamphlet.

Williams to WFRC

W. E. WILLIAMS, former general manager of WJZM Clarksville, N. C., has been appointed manager of WFRC Reidsville, N. C., owned by the Piedmont Carolina Broadcasting Co. Management hopes to begin operation by June 1 and to put a new FM station on the air some time thereafter.

Oldsmobile Renews

D. P. BROTHER, Detroit advertising agency, has renewed current contracts for Oldsmobile transcribed announcements in about 50 market areas. Contracts will extend through June on a three-a-week basis.

Test of Quality...

The length of the fibers from which fine woolen cloth is woven gives you one important test of its quality.

To ascertain the quality of a news service, nine fundamentals of quality must be considered in relation to each other. They are all-important in testing the quality of the news service *you* offer to your listeners.

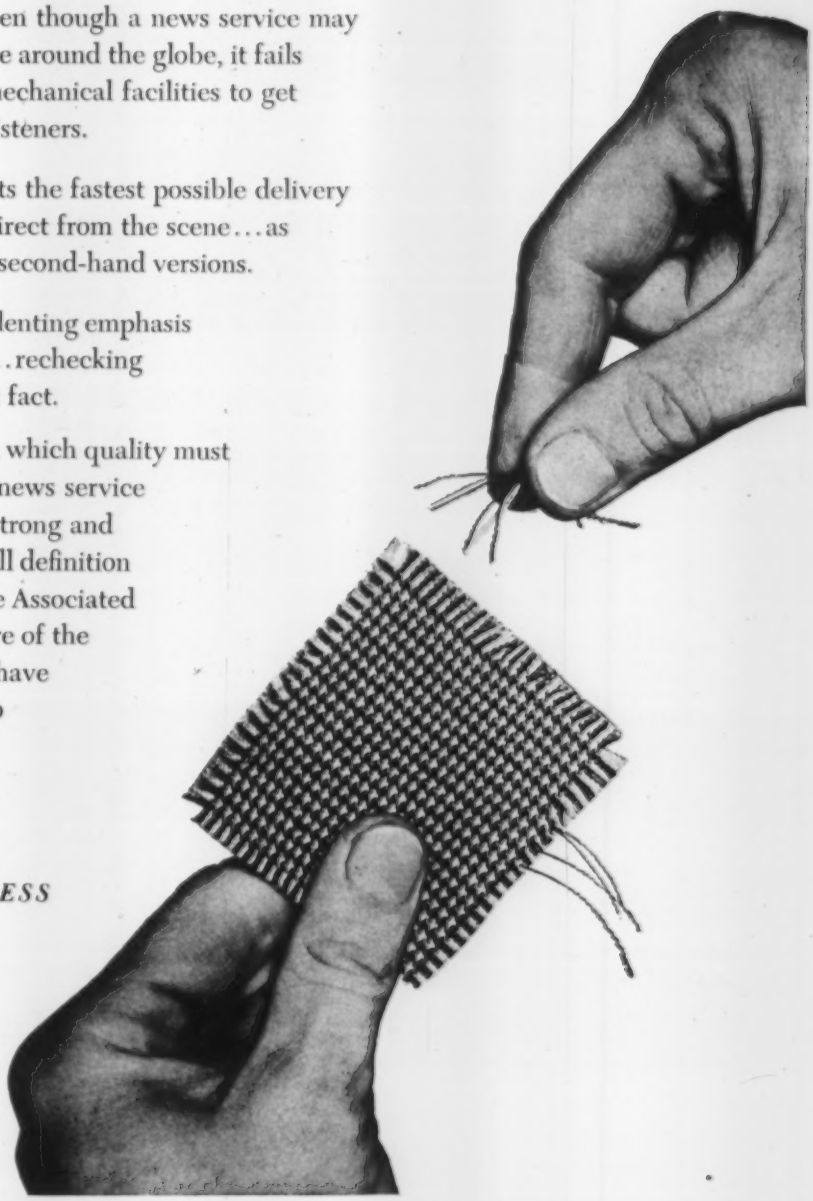
Not the least of the nine are these three*...

- *Mechanical facilities*—for, even though a news service may have physical access to news anywhere around the globe, it fails in the crucial test if it lacks the full mechanical facilities to get that news to you *promptly* for your listeners.

- *Speed*—a fundamental that permits the fastest possible delivery to you of news, reported first-hand, direct from the scene... as contrasted with delivery of rewritten, second-hand versions.

- *Accuracy*—attained only by unrelenting emphasis on meticulous gathering... checking... rechecking ...and integration of every significant fact.

News via radio is a public service in which quality must not be compromised. And unless the news service upon which you depend is woven of strong and testworthy threads, it will fail in the full definition of quality that is synonymous with The Associated Press. Therein lies the reason why more of the nation's public-minded radio stations have turned to The Associated Press than to any other radio news service.



AP

THE ASSOCIATED PRESS
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

* *Three of the nine fundamentals of news service quality*—OBJECTIVITY, CONCENTRATION OF PURPOSE, AND MANPOWER—*have already been defined in this magazine. Watch for the remaining three.*

WFIL Prepares Detailed Program Audit

Air Time of Station Mathematically Computed

A SEARCHING probe of general program classifications which computes station air time as mathematically as financial expenditures has just been unveiled by WFIL Philadelphia, *Inquirer* station and ABC affiliate.

The analysis, a full time assignment for one employe on a continuing basis, was devised in March 1946 by Paul F. Peter, of the management consulting firm Frazier & Peter, at the request of Roger W. Clipp, WFIL general manager. Mr. Clipp submitted the idea as a research problem, hoping for a comprehensive and ever current showing of program balance. By coincidence, the plan was put to working discussion just two days prior to publication of the FCC Blue Book.

The first annual program report just disclosed serves as a clearly enumerated label, identifying the ingredients of WFIL as (1) an advertising medium and (2) a local institution. Depth of the analysis is shown in its five point structure: (1) type of program (sustaining, commercial); (2) source (network, recorded, wire, local-live); (3) time and length; (4) content (music, drama, speech, variety, news, sports and special events); (5) intent (entertainment, educational, religious, agricultural, civic interest and government).

Source . . .

	Commercial	Sustaining
ABC	34.5%	18.5%
Regional	.8	
Local Live	8.8	6.8
Recorded (ET)	10.7	13.2
Wire	5.7	1.0

Content and Intent

The *content* and *intent* classifications, constitute the most important attributes of stations' required accounts of stewardship. The *content* chart is of literal nature and serves to show quickly the proportionate time designated to obviously broadcastible material. The *intent* category touches the creation and interpretation of such material.

In the WFIL plan, most of the subdivisions occur under *intent*. For example, programs classed as educational are further delineated as informative or cultural. News broadcasts are defined as informative, symphonic music as cultural education. Speech, sub-divided into talks, debates, conversations, becomes consequently entertainment, informative education and civic interest. Local sports coverage is considered of civic interest.

On the *source* chart, the commercial standing of live local programming rates favorably with that of sponsored ET shows which, for the most part, feature nationally known talent. "Wire" broadcasts here mean chiefly news programs utilizing syndicated material.

Broadly WFIL's first annual program report shows a balance of 66.2% entertainment; 33.8% in the public interest; 60.5% commercial; 39.5% sustaining. Included in all time tabulations are announcements of varying lengths. On the public service ledger these are tabulated according to frequency and show the scope and number of the station's contributions to a given cause. In 1946 the following rated highest as free time recipients: U. S. Savings Bonds, Red Cross, Salvation Army, Army Recruiting, and Navy Recruiting. Obscure but worthy causes such as the "Barren Hill Fair" and "sewing salvage" were also represented.

Content . . .

Music	37.9%
Variety	17.9
News	14.6
Drama	14.2
Speech	10.3
Sports	5.0
Special Events	.1

The continuing program audit is being retained as a standard feature of WFIL operation. According to Mr. Clipp: "A perpetual examination and record of program information is not an idle inventory for year-end review. As soon as the first monthly figures were compiled we put the analysis to use in daily program planning. One highly practical aspect of the analysis is the fact that it provides ready comparison of public taste with station offerings.

'Potent Defense'

"In this time when adverse criticism of radio is fast becoming the national pastime, a thorough program analysis, sincerely motivated and seriously applied, becomes a radio station's most potent defense because it answers invective with fact.

"Looking over the cumulative findings of the first year of nonstop program study, we were more than a little pleased with the overall picture of local programming. Perhaps our position as a network affiliate causes undue sensitivity on this point but the analysis proved that local production could successfully complement network programs and hold its own in listener and commercial appeal.

Intent . . .

Entertainment	66.2%
Education	21.4
Civic	7.0
Religion	3.7
Agriculture	1.1
Government	.6

"This, it seems to me, is a lot of valuable information to be gleaned from a series of monthly computations requiring an average of fifteen pages. Our admiration is strong for Paul Peter, who drew the blueprint.

"The WFIL program analysis is not ostensibly a popularity gauge. Possibly, at some future date, we will superimpose listener surveys to see how well the twain meets. As it stands now, we are keeping minutely posted on the station's stock in trade."

Frazier & Peter continues to conduct semi-annual audits of WFIL program accounting, attaching certification of the firm. The analysis system devised for WFIL has since been offered to other radio stations.

WMLO
It's A New Day
Milwaukee!
OFF with the old . . . on with the new day
in radio as WMLO leads the way . . .
Bringing Milwaukeeans the quality showmanship they've been waiting for!
● WMLO — delivers the ready-made audience of America's 9th Retail Market!
● WMLO — hits a quality-hungry radio audience with top-notch production, programming and promotion!
● WMLO — leads the way in advancing Greater Milwaukee's new civic expansion program!
● WMLO — 1st IN SHOWMANSHIP . . . 2nd IN EFFECTIVE COVERAGE!
WMLO radio playhouse
1290 K. C.
1000 WATTS
MILWAUKEE
WILLIAM TRAVIS, GENERAL MANAGER
REPRESENTATIVES: JOHN E. PEARSON CO.

FMA Acquires New Site For Washington Offices

FM ASSN. will move May 5 from its present office at 1010 Vermont Ave. N.W., Washington, to 921 12th St., with the telephone remaining Republic 8532.

Joan Richardson, formerly of *Aviation News*, has joined FMA's publicity department, according to Bill Bailey, executive director. She will serve under William L. Barlow, publicity director, who assumed his duties last week.

Baseball Opener By TV

OPENING GAME of the Washington Senators and the New York Yankees in Washington, complete with the first ball tossed out by President Truman, this afternoon (April 14), will be televised by a Du Mont field crew, telecast on WTTG Washington and WABD New York as an exclusive Du Mont program. April 15 the Du Mont video cameras will be at Yankee Stadium in New York for the Yankees' first home game with the Philadelphia Athletics.

Special FM Supplement to April 14 Issue:

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

Proposed Modifications of FM Rules, Standards, Allocations

(As Announced by FCC April 10, with Hearings Called for May 8-9, 1947)

Official Text of the FCC's Announcement—

The Commission today announced the adoption of a notice proposing to amend its FM rules and engineering standards and scheduling a hearing on May 8 and 9 concerning the proposed changes. The Commission also issued a proposed revision of the tentative allocation plan for Class B FM stations which would be employed if the proposed amendments to the rules and standards are made final .The Commission believes that the proposed changes would provide substantially improved FM allocation and would prevent interference as has occurred recently in several instances.

The present FM rules and standards were adopted by the Commission following hearings held in the summer of 1945. On the basis of information and testimony, it was concluded that FM receivers would not be subject to objectionable interference from stations operating on alternate channels (400 kc removed from the desired station).

Accordingly, the FM standards adopted by the Commission in September, 1945, provided for operation of stations in a city on alternate channels. Separate blocks of frequencies were provided for Community (now Class A) and Metropolitan-Rural (now Class B) stations, and a tentative allocation plan for Class B stations was adopted in order to provide an equitable distribution of facilities. No allocation plan was adopted for Class A stations, since this appeared unnecessary; further, simpler application and allocation procedures were adopted for Class A stations.

The Commission endeavored to provide from one and one-half to two times as many Class B channels per city as AM stations, with a limit of 20 Class B channels for major cities like New York. Employing alternate channels, such cities thus required 40 of the 60 Class B channels. The remaining 20 Class B channels were used in allocating stations for adjacent major cities. This plan tended to group channels 400 kc apart in most cities as a result of the necessary grouping in major cities and the interrelation between cities in any overall allocation plan.

At the present time 34 stations in 13 cities are in operation on channels that are 400 kc from other stations operating in the respective cities. Although listeners have reported few cases of interference to the Commission, several broadcast stations have reported such cases in their cities. In some instances, interference has not been reported but difficulty has been experienced in identifying stations close together on the dial.

Since FM receiver characteristics are, of course, a governing factor in FM allocation, the Commission is studying the selectivity and other characteristics of various types of present FM receivers and at the same time is endeavoring to anticipate the probable characteristics of FM erceivers to be produced in the future. Provision is made for further revision of the interference standards upon completion of such studies.

The changes proposed in the FM rules and standards would intersperse Class A and Class B stations in order to provide a normal minimum separation of four channels or 800 kc between Class B stations in a city or immediate area. A minimum of 400 kc separation would be used between Class A and Class B stations in adjacent cities in a few areas where the demand requires.

It is expected, however, that only in a few areas will it be necessary to employ this minimum separation. In these cases it is expected that the difference in power between the two classes of stations will limit the interference to the Class B station to a small area around the Class A station, and will permit the Class A station to serve its community and adjacent area.

The proposed changes would provide for the allocation of Class A stations in the same manner as Class B stations with respect to interference contours, instead of the simpler mileage separation method now used for Class A stations. However, this is a minor procedural problem which would not appear to restrict the development of Class A stations.

The proposed changes in the rules and standards would improve the performance of FM receivers now in use and would in no way retard FM receiver production. Likewise, the FM transmitters in use would require readjustment only, and new station construction would be slightly affected. In view of the limited number of FM stations that have completed full construction, it apepars that changes in frequency assignments may be made at this time without causing substantial expense to the stations now on the air or under construction.

At the present time approximately 200 stations are either licensed or authorized to operate on an interim basis, and of these between 20 and 25 per cent have completed full antenna construction. Since FM transmitting antennas normally may be used for any channel in the FM band, readjustment or retuning is usually all that is required. With respect to stations operating with temporary antennas, it is not contemplated that frequency changes would have to be made in most cases until the permanent antenna is installed. The expense involved, therefore, would usually be limited to that required for transmitter crystals and recalibration of the frequency monitor.

In formulating the new tentative allocation plan the Commission has taken into account the rapid development of FM broadcasting since the end of the war and has been able to include in the plan needed channels for many areas, which needs could not have been contemplated at the time the original plan was prepared.

The reservation of Class A and Class B channels would not be affected by the adoption of the proposed changes in the rules and allocation plan, except that the four Class A channels to be reserved would be 224, 240, 272 and 288, instead of 297, 298, 299 and 300.

Pending final adoption of the proposed amendments to the rules and standards, stations which are now in operation or which request authorization to begin operation may request special temporary authorization for a frequency assignment under the proposed allocation plan. In cases of conflict in such requests for channels, preference will be given to stations now in operation except where transmitter location makes it desirable from an engineering viewpoint to assign another channel.

Proposed Revision of Tentative Allocation Plan for Class B FM Broadcast Stations

The attached proposed revision of the tentative allocation plan for FM broadcast stations is based on the proposed changes in the FM rules and standards issued on this date. The present tentative allocation plan, as revised by the Commission on September 3, 1946 is based on assignments in a general area which are for the most part, on alternate channels (400 kilocycles apart). Recent developments appear to indicate that such operation results in interference in many of the receivers being produced at the present time. As a result, the proposed revision provides for a minimum frequency separation of class B stations in the same general area of 800 kilocycles.

In no case has the number of class B channels in an area been reduced in this proposal from that listed in the previous plan. In addition, in instances where the need has developed, channels have been proposed to be added where possible, to provide assignments for applications which are now on file with the Commission. This proposed revision of the tentative allocation plan would be subject to revisions as the development of an FM broadcasting might require, in the same manner that the previous allocation plan has been revised from time to time.

The proposed tentative allocation plan is expected to remain subject to Section 3.204 (c) of the Commission's Rules which provides for the reservation of certain class B channels until July 1, 1947. As in previous plans, it is emphasized that this allocation plan is to be tentative only and that deviations would be made wherever desirable or necessary. Consequently, the lack of a channel listing for a particular locality does not necessarily mean that a channel cannot be made available there. For example, a channel listed for a particular area may be assigned to any of several cities within that same general area, provided that the geographical change will not result in objectionable interference.

The allocation plan is based on stations employing an effective radiated power of 20 kilowatts and antenna height of 500 feet above average terrain. The separation of stations varies from that required by ground wave interference (principally in the eastern United States) to the separation required for freedom from tropospheric interference one percent of the time or less (principally in the western areas). In general, the separation of stations increases toward the western part of the country where the expected demand for channels will be less and where added protection for weak signals will be provided. Since, under the Rules, class B stations may vary considerably in power and antenna height, the interference may be more or less than that which would be indicated by this allocation plan.

It will be noted that only a few channels have been designated for a number of small cities, particularly in the West, since it appears that these will supply the probable demand. In such cases, more channels are available and will be provided as required. Examination will also reveal that in some sections of the country more channels are designated for certain areas than for others therein having comparable or larger populations. This results from the fact that areas near large centers of population usually contain a number of cities which require channels, while other areas are farther from dense population centers and thus involve no objectionable interference by the allocation of more channels in its section.

Inasmuch as this proposed plan includes changes in all areas of the country, no attempt is being made to tabulate such changes. Since certain class B channels in this proposed plan are adjacent to class A channels, the availability of class A channels to a given area is governed not only by the number of previous class A assignments, but also the number and location of class B assignments in that area. However, in all areas examined to date the number of class A facilities is equal to or exceeds the number previously available.

Alabama

General Area	Channel No.
Anniston	263
Bessemer	See Birmingham
Birmingham	229, 250, 258, 273,
(Includes Bessemer)	284, 295
Decatur	223
Dothan	225, 250
Gadsden	279
Huntsville	236
Lanett	275
Mobile	225, 235, 249, 260, 271, 300
Montgomery	233, 277, 298
Muscle Shoals	275, 287
Opelika	243
(See also Columbus, Ga.)	
Selma	239, 293
Sylacauga	270
(See also Talladega)	
Talladega	246
(See also Sylacauga)	
Tuscaloosa	255, 267

Arizona

Globe	226, 262
Lowell	241, 279
Phoenix	238, 245, 253, 275, 295
Prescott	229, 284
Safford	247, 299
Tucson	234, 258, 270, 289
Yuma	236, 267

Arkansas

Blytheville	241, 286
(See also Jonesboro)	
El Dorado	236, 287
Fort Smith	223, 235, 271, 281, 299
Helena	229, 262
Hot Springs &	
Hot Springs N. P.	227, 238, 258,
Jonesboro	270, 300
(See also Blytheville)	
Little Rock	231, 245, 266, 278, 297
Pine Bluff	222
Siloam Springs	243, 289

PRESERVE THIS INSERT FOR REFERENCE

(Continued on page 24-B)

General Area	Channel No.
California	
Bakersfield	223, 231, 243
Chico	266, 278
El Centro	227, 275
Eureka	234, 242
Fresno	229, 238, 250, 258, 262, 270, 274
Los Angeles (Metropolitan District)	222, 226, 230, 234, 238, 242, 246, 250, 254, 258, 262, 266, 270, 274, 278, 282, 286, 290, 294, 299
Marysville	254, 260, 268, 284
Merced	236, 248
Modesto	277, 281, 289
Monterey	See Salinas
Palm Springs	264
Redding	230, 248
Riverside	248, 256
Sacramento	233, 241, 245, 293, 300
Salinas (Including Monterey, Santa Cruz & Watsonville)	233, 241, 245, 293, 300
San Bernardino	236, 260
San Diego	223, 231, 243, 268, 284, 298
San Francisco-Oakland (Metropolitan District)	227, 231, 235, 239, 243, 247, 251, 255, 259, 263, 267, 271, 275, 279, 283, 287, 291, 295
San Jose	222, 253
San Luis Obispo	227, 260, 279
Santa Barbara	268, 284, 298
Santa Maria	236, 256
Santa Rosa	229, 273
Stockton	225, 298
Visalia	254, 295
Tulare	264, 286
Watsonville	See Salinas
Colorado	
Alamosa	255, 260
Colorado Springs	222, 227, 243, 274
Denver	231, 239, 247, 253, 258, 262, 270, 279, 286, 294
Durango	235, 278
Grand Junction	226, 298
Greeley	235, 290
La Junta	282, 300
Pueblo	236, 251, 266, 291
Sterling	245, 282
Connecticut	
Bridgeport (Includes Danbury)	248, 260, 268
Danbury	See Bridgeport
Hartford (Also see Meriden)	229, 243, 275, 279, 295
Meriden (Also see Hartford)	239
New Britain	291
New Haven	236, 256, 264, 300
New London	258, 266, 293
Waterbury	223, 273, 287
Delaware	
Wilmington	229, 241, 258, 297
District of Columbia	
Washington	230, 242, 246, 254, 258, 262, 266, 278, 286, 290, 297
Florida	
Daytona Beach	233, 248
Fort Myers	245, 256
Fort Lauderdale	251, 293
Gainesville	281, 297
Jacksonville	229, 236, 241, 245, 259, 264, 270
Key West	238, 263
Lakeland	239, 295
Miami	226, 230, 235, 242, 247, 260, 268, 275, 286
Ocala	256, 267
Orlando	222, 231, 243, 262
Palm Beach	282, 298
Panama City	283, 299
Pensacola	223, 255, 266
St. Augustine	225, 291
St. Petersburg	250, 273, 284
Sarasota	258, 279
Tallahassee	246, 274
Tampa	227, 264, 289, 300
West Palm Beach	254, 271
Georgia	
Albany	258, 266, 271
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Atlanta	225, 231, 238, 248, 253, 260, 277, 283
Augusta	279, 289, 298
Brunswick	275, 289
Cedartown (Includes Dalton)	241, 289
Columbus (See also Opelika, Ala.)	227, 236, 300
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Gainesville	300
Griffin	268
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Waycross	283, 299
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Boise	222, 251, 291
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Lewiston	247, 283
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Twin Falls	226, 259, 294
Wallace	238, 263
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Tuscola	245, 287
Urbana (Includes Champaign)	248, 277, 284
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Elkhart	236, 264
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Shreveport	233, 243, 266, 275, 298
Maine	
Augusta	222, 267, 287
Bangor	226, 246, 281, 295
Lewiston	230, 275
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St. Louis (Includes Clayton)	229, 236, 241, 247, 251, 256, 266, 273, 281, 294, 298
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Hastings	235, 279
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Albuquerque	225, 242, 264, 287
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Hobbs	235, 266
Las Vegas	230, 275
Roswell	246, 277
Santa Fe	253, 295
Tucumcari	239, 270
New York	
Albany (Includes Schenectady & Troy)	222, 230, 238, 242, 258, 266, 274, 278, 286, 290, 294, 298
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Batavia	235, 259
Binghamton	251, 263, 299
Buffalo (Includes Niagara Falls)	225, 229, 241, 245, 253, 273, 277, 281, 293, 297
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Kingston	235
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Niagara Falls	See Buffalo
Ogdensburg	279, 291

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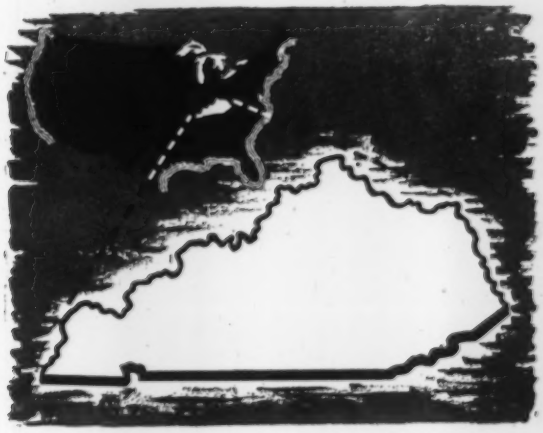
Kentucky leads the nation in AGRICULTURAL GAINS



IN LAND VALUE INCREASE

Kentucky *leads* the Nation

The average increase in the price of farm land in Kentucky has been 1½% per month since 1941—THE HIGHEST IN THE NATION.

Using the 1935-44 ten-year period as a bisis, the average increase in value per acre as of July, 1946, was:

KENTUCKY 132%

United States Average 77%

Mr. Kentucky Farmer received $449,139,000.00 for his 1945 marketings—and in 1946 the yield was *even greater.*

AND REMEMBER—Kentucky, the nation's 18th agricultural state, and Southern Indiana, with a farm income of $85 million, *look to Louisville!*

WRITE FOR FREE BOOKLET ON KENTUCKIANA'S AGRICULTURAL GROWTH

Address request to Radio Station WHAS, Louisville 2, Kentucky

LOOK TO LOUISVILLE

Radio Station WHAS

The ONLY radio station serving ALL of KENTUCKIANA

Represented nationally by Edward Petry & Co., Inc.

ANSWER ON APARTMENT BUILDING TV DUE FRIDAY

TELEVISION BROADCASTERS Assn. Inc. has presented to the Real Estate Board of New York City complete details, including legal instruments, of the Interim Plan for apartment house television installations, and a decision by the realtors is expected by next Friday, it was announced last week by Ernest A. Marx, chairman of the TBA Sub-Committee on Apartment House Television Antennas.

Landlords had advised apartment house tenants some weeks ago that television installations would be banned until some master system could be devised which could feed a large number of receivers.

As a result, TBA created a subcommittee which prepared the current Interim Plan designed to overcome some of the objections of the realtors.

CIO Union Is to Sponsor Leland Stowe In News Commentary Series Over MBS

IN WHAT was believed to be the first sponsorship by a labor union of a series of weekly broadcasts on a network, the United Electrical, Radio and Machine Workers of America last week announced it would sponsor a 52-week series of weekly news commentary broadcasts by Leland Stowe on MBS.

Beginning April 23, the new program, entitled *You—and the News!* will be heard on 55 MBS stations each Wednesday, 7:30-7:45 p. m., eastern standard time and 6:30 p. m. central standard time. The series was placed through Moss & Arnold, New York.

Commenting on the decision by the UE-CIO to sponsor the series of broadcasts, Albert J. Fitzgerald, general president of the union, said, "In the interests of an informed America, the 600,000 men and women of the UE are proud to present the news commentary of Leland Stowe each week to the American people.

"The sponsoring of Mr. Stowe by our union is an important step in radio because of the great need for unbiased reporting of the news on the air. There have been numerous instances in which commentators who have tried to bring their listeners an unbiased, truthful picture of the news have been censored or have lost their contracts. Meanwhile commentators who reflect the propaganda of big business, who smear the labor movement and who oppose progressive legislation find no difficulty in finding sponsors among big industries."

In a statement which he issued at the same time as Mr. Fitzgerald's statement, Mr. Stowe said:

"I welcome the opportunity to return to radio commentating because this is an unusual juncture both in the affairs of the nation and of radio. As in the past, I can only report facts as I find them and express my measured opinions, independently, as I hold them. This is the precise opportunity which the United Electrical, Radio and Machine Workers of America has offered me. I shall try to exercise it with a deep sense of responsibility to the American people and our common freedoms."

HAPPY FIRST program is occasion for mirth among this trio following recent start of CBS *Tony Martin Show* (Texaco). Smiling are (l to r): Ed Cashman, Kudner Agency Inc. Hollywood office manager and program producer; J. H. S. Ellis, agency president; Donald W. Thornburgh, CBS western division vice president.

THREE VICE PRESIDENTS ARE ELEVATED AT RCA

JOHN G. WILSON, former operating vice president of the RCA Victor Division of RCA, Camden, N. J., has been appointed vice president and general manager. F. D. Wilson, former vice president in charge of personnel of the Victor Division, has been appointed vice president in charge of operations, and Joseph H. McConnell, former vice president and general attorney, has been named vice president in charge of law and finance.

John G. Wilson has been with RCA Victor since 1944. Prior to joining RCA he was executive vice president of the United Wall Paper Co., and previously he was vice president and general manager of Goldblatt Bros. department store in Chicago.

F. D. Wilson joined RCA in 1936 as a district manager at Minneapolis and in the same year was brought to the company's headquarters in Camden as national manager of field sales activities. In 1942 he was appointed general manager of the RCA Victor Division's purchasing department.

Prior to joining RCA in 1941, Mr. McConnell served with the New York law firm of Cahill, Gordon, Zachery and Reindel. He was appointed RCA Victor general counsel in 1942.

Dinner Postponed

NBC's Ten and Twenty Year Clubs annual induction dinner, previously scheduled for May 5 at New York's Waldorf-Astoria, has been postponed until sometime in June.

NASHVILLE...

and its retail trade area

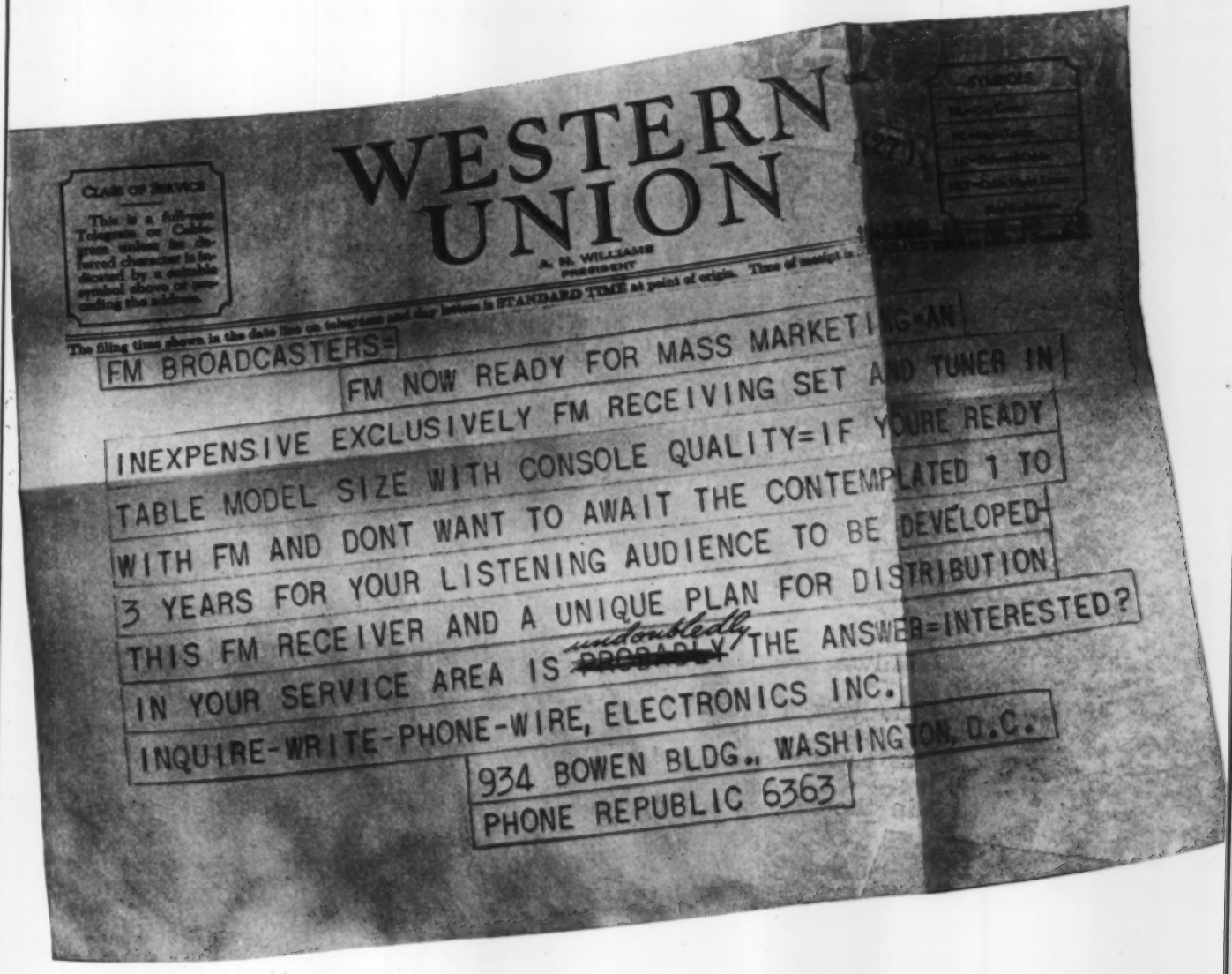
make a prosperous pair. . . . Here the family's everyday purchases of food, clothing and other items add up to yearly retail sales of $356,977,000. . . . These sales reached a new high last year. . . . This year there's a good share for your products, but no single salesman on your force can give adequate coverage of family buyers in this territory without strong support. . . . That's where WSIX fills your need. . . . You can get effective, consistent coverage of a large buying audience who tune regularly to favorite programs broadcast over WSIX.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

5,000 WATTS
980 KC
AMERICAN
•
MUTUAL

National Representative
THE KATZ AGENCY, INC.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY



WESTERN UNION

CLASS OF SERVICE

This is a full-rate Telegram or Cable-gram unless its deferred character is indicated by a suitable symbol above or preceding the address.

A. N. WILLIAMS
PRESIDENT

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is

FM BROADCASTERS=

FM NOW READY FOR MASS MARKETI G-AN

INEXPENSIVE EXCLUSIVELY FM RECEIVING SET A D TUNER IN

TABLE MODEL SIZE WITH CONSOLE QUALITY=IF YOURE READY

WITH FM AND DONT WANT TO AWAIT THE CONTEMPLATED 1 TO

3 YEARS FOR YOUR LISTENING AUDIENCE TO BE DEVELOPED

THIS FM RECEIVER AND A UNIQUE PLAN FOR DISTRIBUTION

IN YOUR SERVICE AREA IS ~~PROBABLY~~ undoubtedly THE ANSWER=INTERESTED?

INQUIRE-WRITE-PHONE-WIRE, ELECTRONICS INC.

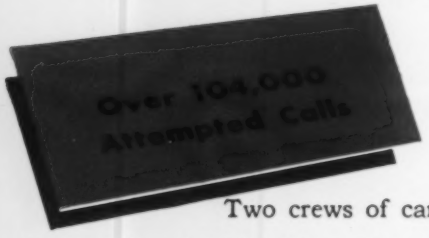
934 BOWEN BLDG., WASHINGTON, D.C.

PHONE REPUBLIC 6363

Important Facts Gathered from One of the Largest Local Surveys in Radio Research History...

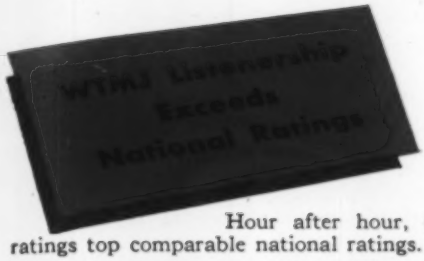
NEW, dramatic proof THAT WTMJ DELIVERS most of the listeners... most of the time, morning, noon and night

● Forget all "general rules" when you plan your Milwaukee spot broadcasting schedule, for another comprehensive analysis of listening habits in this wealthy market has been completed as the result of one of the most tremendous local research projects in the history of the broadcasting industry.



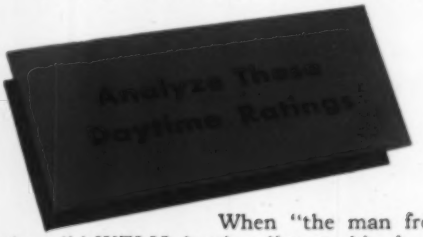
Two crews of carefully trained operators, under the direction of competent supervisors, worked from a central switchboard to check radio listenership in Milwaukee. A constant barrage of telephone calls covered every period of the broadcasting day, morning, noon and night . . . every day of the week. Over 74,000 calls were completed during a two week period in this rigidly supervised coincidental survey.

A comprehensive, factual report, covering every day of the week and each period of broadcasting from 7 in the morning through 10:30 at night, has now been compiled and is in the process of being distributed to sponsors and agencies. The size of the sample and the thorough method of compilation assure you of new, important facts on listenership in the Milwaukee area. It is your guide to greater audiences . . . greater productiveness for your Milwaukee radio dollars.



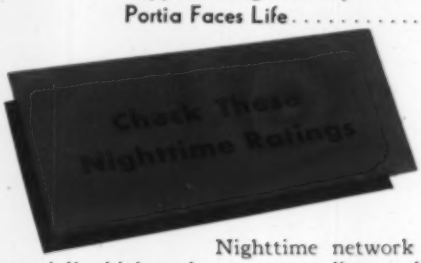
Hour after hour, day after day, WTMJ ratings top comparable national ratings. Here are the facts:

Average WTMJ Weekday Daytime Network Ratings . . . 6.7
Average WTMJ Nighttime Network Ratings 21.3



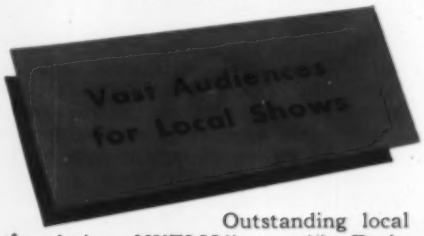
When "the man from Petry" talks about the solid WTMJ daytime listenership, he is talking *facts*. Look at these daytime network ratings on WTMJ, and compare them with national figures.

Fred Waring	8.7
Front Page Farrell	7.5
Pepper Young's Family	7.8
Portia Faces Life	7.4



Nighttime network advertisers enjoy substantially higher than average listenership on WTMJ, and so do users of station breaks, participating and local programs. Examine these ratings.

Red Skelton	32.6
Life of Riley	32.7
Truth or Consequences	30.4
Fitch Bandwagon	27.4
Abbott and Costello	24.7

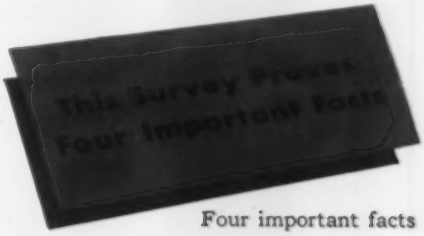


Outstanding local programs are the very foundation of WTMJ listenership. Ratings on local programs prove what scores of local advertisers already know . . . "any time is good time on WTMJ."

TOP OF THE MORNING (Participating) Monday through Saturday 7—8 A.M.	12.1
GRENADIERS (Participating) Monday through Saturday 12 N—1 A.M.	11.3
KILOWATT HOUR (Electric Co.) Monday, Wednesday, Friday 6:45—7 P.M.	14.7
TODAY'S EVENTS (Sponsored) Seven Nights per week 10—10:15 P.M.	19.5

The coincidental survey proves again that listeners tune in and stay tuned in to WTMJ. The survey covered 162 individual broadcasting periods from 7 A.M. to 10:30 P.M., seven days a week. Here are the number of periods in which each station reaching the Milwaukee market has the largest listening audience:

WTMJ	130.0		
Milwaukee Station B	15.0	Chicago Station A	8.0
Milwaukee Station C	8.0	Chicago Station B	0.0
Milwaukee Station D	0.0	Chicago Station C	0.0



Four important facts for every buyer of radio time are obvious when examining the new Milwaukee listenership report:

Fact 1—Hour after hour, day after day, many more listeners tune to WTMJ than any other station in the Milwaukee market.

Fact 2—WTMJ ratings are consistently higher than the national ratings for the same network programs. Valuable WTMJ listening periods, not reflected in national surveys, can and do deliver a lion's share of the Milwaukee listening audience.

Fact 3—Local WTMJ programs have developed ratings far in excess of national ratings for many top-flight network programs.

Fact 4—Any time is a good time for WTMJ sponsors. Facts from the Milwaukee listenership survey prove that listeners tune in and stay tuned to WTMJ . . . morning, noon and night.

THIS FACT-PACKED SURVEY IS YOURS FOR THE ASKING

If you have not yet received your copy of "Listening Habits," the exhaustive study of Milwaukee station and program preference, contact Petry, or write direct to WTMJ, Radio City, Milwaukee 1.

WTMJ
WTMJ-FM

THE MILWAUKEE JOURNAL STATION

BASIC N.B.C. STATION

National Representatives: Edward Petry and Company, Inc.

for low-cost advertising
in BEAUMONT

TEXAS

it's
KRIC

5TH
market
in TEXAS!

KRIC BEAUMONT, TEX.
250W. 1450 Kc.
Established 1938
REPRESENTED BY THE BRANHAM COMPANY

JUSTIN MILLER, president of the NAB, discusses the question "Does Radio Need a Czar?" with members of the Radio Executives Club. Judge Miller (center) addressed the club on that subject in New York April 3 [BROADCASTING, April 7]. With him are (l to r): Frank Braucher, president of Periodical Publishers Assn.; Robert D. Swezey, president of club; Fred Gamble, president of AAAA; Paul West, president of ANA.

Pecora Will Lead Radio Forum Opening 3rd CCNY Conference

AN ALL-STAR question-and-answer session with New York Supreme Court Justice Ferdinand Pecora presiding will open the third annual City College of New York conference on "Radio and Business" the evening of April 22 at the CCNY School of Business [BROADCASTING, April 7].

Answering questions from the listening public will be Lyman Bryson, CBS counsellor on public affairs; Elaine Carrington, writer of daytime serials; Ted Cott, program director, WNEW New York; Walter Craig, vice president in charge of radio, Benton & Bowles; Ken R. Dyke, NBC vice president in charge of broadcast standards and practices; Leon Goldstein, vice president in charge of news and special events, WMCA New York; William E. Haskell, assistant to the president, *New York Herald Tribune;* William S. Hedges, NBC vice president in charge of planning and development; Walter Hoving, president, Hoving Corp., and USO chairman; Grace Johnson, ABC continuity acceptance head; Allen Kent and Ginger Johnson, writers of singing jingles; Elissa Landi, actress; William B. Lewis, vice president in charge of radio, Kenyon & Eckhardt; Mary Margaret McBride, women's commentator, WNBC New York; Henry Morgan, radio comedian, ABC; Basil O'Connor, president, National Foundation for Infantile Paralysis; Robert K. Richards, NAB public relations director; E. A. Roberts, president, Fidelity Mutual Life Insurance Co.; Adrian Samish, ABC vice president in charge of programs; Robert Saudek, ABC director of public affairs; A. A. Schechter, MBS vice president in charge of news, special events and press; Robert A. Schmid, MBS vice president in charge of advertising, promotion and research; Theodore C. Streibert, president, WOR New York.

The session will be conducted in radio style, with many of the questions presented in dramatized form. Subjects treated will range from daytime serials to government control, including commentators, commercials, audience participation shows, radio-press relations and politics. NBC, MBS, WNYC and WNEW will broadcast the meeting, either directly or as recorded rebroadcasts. WNYC and WINS will also broadcast the awards session closing the conference the evening of April 23.

Portions of some of the winning programs, including *County Fair, Teen Age Time* and weather jingles, will be presented during the awards session, when talent from ABC and WLW Cincinnati will also appear. Joseph Beal of CCNY will produce the opening session, for which he and James Zea collaborated on the script. Jack Grogan of the college radio department will direct the cast of the dramatizations.

NEW DIARY PROCESS EXPLAINED BY HOOPER

THE NEW SAMPLING process by which C. E. Hooper Inc. believes it can analyze audience reaction more completely was outlined by C. E. Hooper, head of the firm, in an address before the Hollywood Ad Club on March 31.

Mr. Hooper said that in addition to coincidental sampling, a diary sampling system soon will be launched by his organization in 74 cities. The first such study covering 7,500 homes is expected to be ready by fall.

According to Mr. Hooper, experimental diary sampling results deviate only slightly from those obtained by the coincidental method. However, he believes that use of the diary system will give clients more detailed data on listener tastes, such as comparisons of rural and urban appeal.

Benny Leads March West Coast Hooper

Hope Is Second, Skelton Third, Bergen Show Fourth

JACK BENNY led the list of first 15 programs in the March Pacific network Hooperatings report released last week, followed by Bob Hope in second place and Red Skelton, third.

The report showed an average evening audience rating of 9.5, a decrease of 0.5 from the last report and an increase of 0.4 from the rating for the same period last year.

Evening Sets-in-Use

Average evening sets-in-use reported were 34.9, down 2.0 from the last report and 1.0 more than a year ago.

Average evening available homes was 78.0, down 1.2 from the last report and down 0.4 from a year ago.

The average daytime audience rating was 3.8, no change from the last report and up 0.1 from last year.

The average daytime sets-in-use reported were 16.5, which represented an increase of 0.1 from the last report, up 0.7 from a year ago.

The average daytime available homes was 68.7, up 0.3 from the last report, down 0.8 from a year ago.

The first 15 Pacific evening programs listed in the March report were . . .

Jack Benny 37.5, Bob Hope 36.1, Red Skelton 32.7, Charlie McCarthy show 28.3, Fibber McGee & Molly 26.5, Walter Winchell 25.1, Fred Allen show 22.4, Truth or Consequences 21.1, Radio Theatre 20.2, Great Gildersleeve 19.9, Eddie Cantor 19.0, Bandwagon 18.3, Life of Riley 17.9, The Whistler 17.7, Blondie 17.7.

FCC Changes

PROPOSED CHANGES in rules to eliminate requirement of oral and written examination of applicants for restricted radiotelephone operator permits were announced by FCC Friday. The proposal would substitute a requirement that applicants make written certification of certain data bearing on their qualifications.

WILK

Wilkes-Barre
Serves
Pennsylvania's
3rd
Largest
Market
with
ABC

Represented by
ADAM J. YOUNG JR., INC.

WHERE'S CASEY?

Over 100 Stations Fully Equipped by Raytheon in Less Than One Year

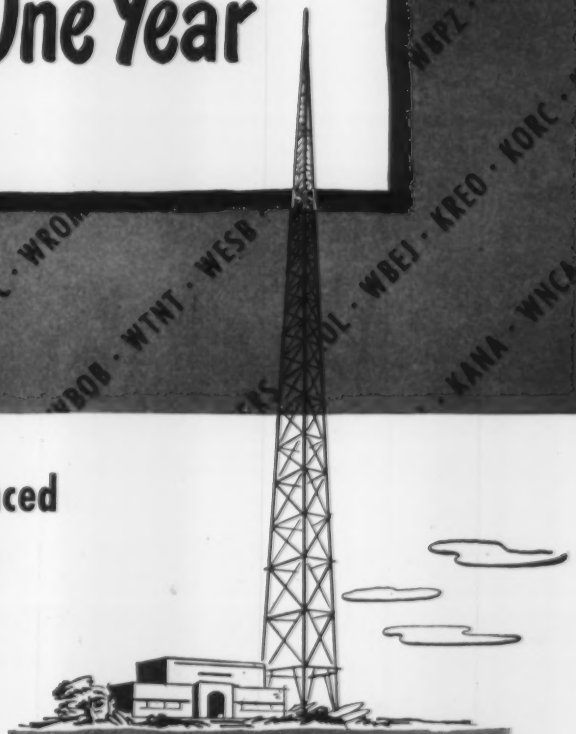
An enviable record based on advanced engineering and modern design

● More and more station owners every day are turning to Raytheon for the very finest in broadcast equipment. Raytheon is leading the way with simplified circuit design, thorough engineering and complete dependability.

Across the nation, enthusiastic station owners and engineers (both AM and FM) praise the high fidelity, servicing accessibility and low-cost maintenance of Raytheon broadcast equipment—from Single-Channel Remote Amplifiers to 5 KW Transmitters. With Raytheon equipment they find it far easier to set up programs—and operation is so simple and logical that errors are cut to a minimum.

Be sure you have *all* the facts before you buy. Investigate Raytheon's complete line of speech input equipment and both AM and FM Transmitters ranging from 250 to 10,000 Watts.

These superb Raytheon products assure the most practical application to *your* specific broadcast problem . . . bring you the finest in modern high fidelity and engineering excellence. Write or wire for illustrated specification bulletins, including complete technical data.

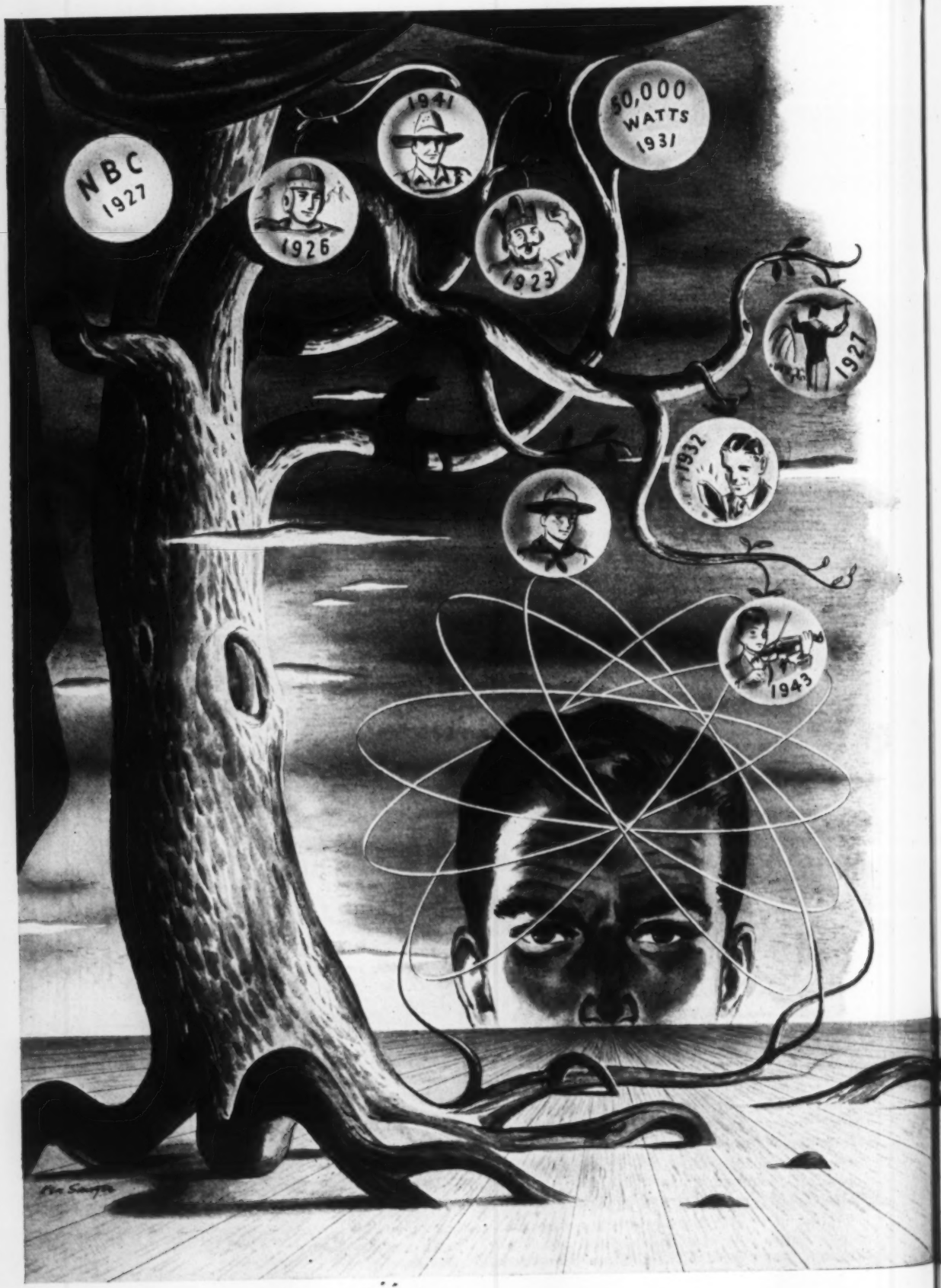


RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY
BROADCAST EQUIPMENT DIVISION
7475 N. ROGERS AVE., CHICAGO 26

Devoted to Research and Manufacturing for the Broadcasting Industry


NBC
1927
1926
1941
1923
50,000
WATTS
1931
1927
1932
1943

IMAGINATION

Though it isn't our custom to boast, quite a few of our birthdays (this is our 25th) have also been milestones in the Radio business. The KF"I's" have it below and in the column on the right, but we've saved one for the last. We've coined a word that typifies KFI thinking. It's the one that has given us the vision to see... the courage to pioneer. The one that dictates our policies —and results in our programming balance between the best in nationwide entertainment and the best local public service broadcasts in the West... it's the one that keeps us young! KFImagination!

KFItems

1922—KFIntroduction with a 5-watt home-made transmitter.

1923—KFImpresario demonstrated radio's possibilities by presenting a Wagner Opera in its entirety from the stage of the Los Angeles Opera House.

1924—KFInstalls a 5000-watt transmitter.

1925—KFInstrumental in establishing West Coast network broadcasting by initiating a hook-up with KPO in San Francisco.

1926—KFInnovates Pacific Coast football broadcasts.

1927—KFIntroduces listeners to NBC network.

1927—KFInaugurates the first broadcast of the Hollywood Bowl summer concert season.

1931—KFIncreases transmittal power to 50,000 watts.

1932—KFInitiates Pacific Coast listeners to the now world famous Richfield Reporter.

1941—KFInfluences the vast Pacific Southwest Growers Industry by employing a full time Farm Director.

1943—KFInspires talented young vocalists and musicians to great heights by establishing a continuous competition for young artists.

Now—KFInterest in the public welfare is demonstrated by the regularly scheduled public service programs which reflect the best thinking of Los Angeles' leading citizens and officials.

KFIntegrity Our standard of advertising acceptance permits only such advertising as is in the interest of the general public, presented with good taste.

KFIdeals include the desire to keep pace with the times—to keep faith with our listeners—to see that our programming is in the interest of *all* the public, and to provide the best in radio entertainment.

25th Anniversary

KFI

NBC FOR LOS ANGELES 50,000 WATTS • CLEAR CHANNEL • 640 ON YOUR DIAL • Earle C. Anthony, Inc.

EDWARD PETRY & COMPANY, INC. • NATIONAL REPRESENTATIVES

FREE TIME SUGGESTION BY PAPER IS PROTESTED

PROPOSAL of *Chicago Herald-American* to provide a half-hour transcription without cost to stations brought a quick comeback from Frank E. Pellegrin, NAB director of broadcast advertising. Mr. Pellegrin sent a pointed letter to the newspaper suggesting it use radio time at published card rates.

The transcribed programs are based on *Puck*, dramatizing strips in the weekly comic section. They are offered in exchange for free plugs for the *Herald-American* and free time for the programs. The paper promises listing in the edition published for the locality of the station.

NAB received protests from stations that had received the offer, especially because of a statement in the *Herald-American's* letter which showed intention to promote the *Puck* program by purchasing space in local newspapers.

Member of BBC Board to Give Address Before Institute for Education by Radio

IN ADDITION to network executives and representatives of the FCC, participants in Ohio State U.'s 1947 Institute for Education by Radio [BROADCASTING, March 3] May 2-5 at Columbus will include one of the first feminine members of the BBC's board of governors, presidents and deans of nearly 40 state and private schools and colleges, and a national CIO leader.

Miss Barbara Ward, youthful member of the BBC's control group, foreign editor of the *London Economist* and a member of the BBC Brains Trust program, will be the Institute dinner speaker. Her subject will be "Radio in One World."

Crossing the continent for participation in various panel sessions will be Hale S. Sparks, radio administrator for the U. of California; Paul Sheats, also of the U. of California, who will be chairman of the adult education meeting, and William Sener, director of KUSC, U. of So. Cal., who will speak on the "FM Educational Stations" panel.

Among personalities new to the Institute roster this year will be Howard London, radio director for the National Foundation for Infantile Paralysis, who will be chairman of the session on problems of national organization; Albert N. Williams, radio editor of the *Saturday Review of Literature*, and Jean Levy, UN director of films and visual information.

For the first time in Institute history the "Radio and Labor" meeting will have a general session to itself under the chairmanship of Morris Novik, public service radio consultant.

'Mrs. Quarter Million'

GIFTS valued at approximately $3,000 will be presented to the 250,000th woman attending *Let's Have Fun* program heard over WGN Chicago, Mon. through Fri. 12-12:30 p. m. (CST). Occasion is the two-year anniversary of show. The 250,000th guest will be designated "Mrs. Quarter Million" and given dinette set, washing machine, table radio, costume jewelry, vacuum cleaner, lamps, watch, movie and projection camera, complete wearing apparel and numerous other items. Entertainment for the lucky guest will include supper, tickets for stage play "Harvey" and an evening at Chez Paree, night club. Limousine and chauffeur will be furnished winner. Event will take place some time during the week of April 21.

on the Fabulous Panhandle!

A little extra "pulling power" applied to a responsive audience . . means gratifying results! KGNC is THE STATION in this fabulous Panhandle Region . . . playing host to an aggressive audience who share an annual 694 million dollar income! KGNC is YOUR GRIP on Panhandle buying power!

Going to 710 K.C. at 10,000 WATTS Soon!

KGNC
AMARILLO, TEXAS
1440 ON YOUR DIAL

Represented by
TAYLOR-HOWE-SNOWDEN *Radio Sales.* NBC LSC

SARNOFF HELPS LAUNCH RADIO PIONEERS' GROUP

BRIG. GEN. DAVID SARNOFF, president of RCA, and other leading personalities in radio and advertising were to speak at the first official meeting of the Twenty Year Club of Radio Pioneers at the New York Harvard Club on April 11. The meeting was to formalize the club's organization and to celebrate the 25th anniversary of radio news broadcasting by H. V. Kaltenborn, NBC commentator and founder of the club.

Gen. Sarnoff

Mark Woods, ABC president and president of the Twenty Year Club, was to be toastmaster at the dinner.

The program was as follows: "Freedom of the Air," a discussion by George Hamilton Combs Jr., WHN New York news analyst and chairman of the Assn. of News Analysts committee on freedom of the air; "The Twenty Year Club in Retrospect," a talk by Charles Hodges, professor of international politics, NYU and Twenty Year Club historian; "My Kaltenborn Headaches," by Francis Marling, advertising manager of the Pure Oil Co. of Chicago, Mr. Kaltenborn's sponsor on NBC; "Our Hero," by Lyle Van, announcer on the Kaltenborn news program; "The Beginnings of Radio," by Brig. Gen. Sarnoff, honorary president of the Twenty Year Club; "My Problem Child," by Frank E. Mullen, NBC executive vice president; "The March of Kaltenborn," recording presented by the NBC Production Dept.

Setting Sales to Music!

The New BURT FARBER SHOW

CINCINNATI'S leading musical personality for more than a decade, Burt Farber blends his brilliant piano with recorded music and his comments in a distinctive new afternoon program, with assured audience appeal. An unusual opportunity for your sales message to Cincinnatians. Participations available.

WSAI

A *Marshall Field* STATION
115 E. 4th St., Cincinnati 2, Ohio

Represented by AVERY-KNODEL, Inc.
AMERICAN BROADCASTING COMPANY

Televiser
Vol. 3, No. 6
Pg. 19

"Contributed more

...ll take in the American picture.
Thanks to the image orthicon, the RCA camera tube which has contributed more to 1946 tele programming than any other single factor, eye-witness coverage of sports and outdoor events has proven the indisputable power of television in bringing remote happenings into the home. NBC's telecasting of the Louis-Conn fight, broadcast over a four-station network, serving New York, Philadelphia, Washington, D. C., and Schenectady-Albany (N.Y.) proved the power of visual broadcasting to the most doubting Thomas.
No other medium—film newsreels in...

THE RCA IMAGE-ORTHICON TELEVISION CAMERA

to 1946 tele programming than any other single factor"

56 RCA Image-Orthicon Cameras now being used for eye-witness news coverage

This is the camera that has been making television history. Pick-ups such as the Louis-Conn fight, UN meetings, and the Army-Navy game dramatically demonstrated its ability to deliver brighter, clearer, steadier television pictures. Rivaling the human eye in sensitivity, it assured, for the first time, excellent shadow detail and depth of focus. Lighting problems were minimized. Programming costs were cut.

Telecasters across the country agree that RCA's image-orthicon camera is easy to use. The operator sees, on a fluorescent viewfinder, exactly what he is picking up. He can quickly and accurately pan to new pick-up points with a polaroid gun sight. Switching to a new lens position and refocusing can be done in one-and-a-half seconds! The 50mm, 90mm, 135mm, and telephoto lenses cover all field requirements.

The operator is free at all times to follow the action . . . keep the scene in focus. *Initial* settings are made on a built-in control panel. Any adjustments required during operation are made at a remote monitoring position.

The camera without tripod weighs only 100 pounds—divides into two units for easy carrying. Although designed especially for field use, excellent results can also be obtained in the studio. The only camera connection needed is a one-inch-diameter, plug-in cable to the control equipment. Camera can be as much as 1000 feet from the control position. RCA image-orthicon cameras—plus easy-to-set-up, portable field equipment to go with them—are now in quantity production. An immediate order will assure early delivery. Write Dept. 18-D.

RCA

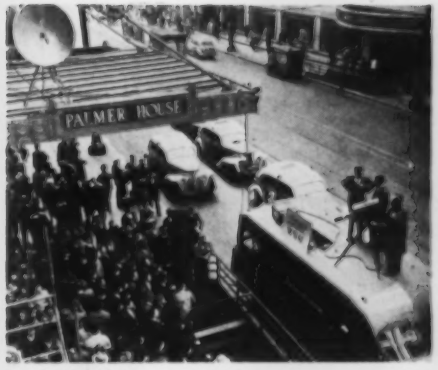
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WPTZ—The RCA image-orthicon camera picks up a Penn football game from the announcer's booth at Franklin Field, Philadelphia.



WGN—The camera, mounted atop RCA's new "television studio on wheels," picks up a few "off-the-cuff" sidelights at the NAB Convention.

WNBT—Two RCA image-orthicon cameras, operated from a specially erected television platform, help bring the Navy-Duke football game to televiewers in the New York area.

WMAL, Washington, D. C., picks up an indoor event with its new image-orthicon camera. Monitoring is done at the easy-to-carry, suitcase-type control units.

KSD-TV, St. Louis' new television station, makes its first remote pick-up—the Veiled Prophets' Parade, October 8, 1946.

WBKB telecasts a Northwestern football game from the Southwest Tower of Dyche Stadium. Portable field equipment is shown at right.

Meet Mr. RATINGS of "Scotland Yard"

Broadway has seen him in a dozen or more smash-hits. Movie audiences from Maine to California have seen him in scores of SRO pictures.

Millions have heard him, as guest-star, on the top-fifteen radio shows including Allen, Benny, Burns, Burns & Allen, Crosby, Hope and Screen Guild.

Millions more followed him for three years (May 1943 to June 1946) as "Sherlock Holmes" on Mutual where he was the big factor that *made* that show. (His January 1946 National Hooperating was 12.2)

On January 21, he started on Mutual in a new show "Scotland Yard." His first rating was 6.3. (His first *Holmes* rating was 4.4)

Yes, Basil Rathbone is Mr. Ratings of "Scotland Yard", and with "Scotland Yard" he is going to repeat if not outstrip his former success. Why? Because in "Scotland Yard" he has an even better vehicle; in Peter Barry he has *the* writer (Barry also writes Falcon, Shadow, Exploring the Unknown); and in Carlo de Angelo (who produces Eno Crime Club, and other mysteries) he has *the* producer.

This four-way combination (Mr. Ratings, story, writer, producer) is the buy of the year for a sponsor. Why don't you call for the full story?

Mutual Broadcasting System

WORLD'S LARGEST NETWORK

FIRST SPADEFUL of dirt at ground-breaking ceremony for new transmitter station of WBBC Flint, Mich., was lifted by Flint's mayor, Edward J. Viall. Participating in ceremony were (l to r): Edward Clark, vice president and secretary of Booth Radio Stations Inc.; Robert L. Balfour, managing director of WBBC; Eric V. Hay, executive vice president of Booth Radio; John Lord Booth, president of corporation; Mayor Viall; Arthur E. Sarvis, president of Flint Chamber of Commerce; E. J. Penny, executive secretary of Chamber.

WBBC IN FLINT, MICH., TO MAKE BOW IN JUNE

WBBC Flint, Mich., new 1 kw Mutual affiliate on 1330 kc, is expected to begin operations in June, according to Robert L. Balfour, the station's managing director.

To be known as "The Voice of Flint," WBBC will be operated by Booth Radio Stations Inc., Detroit, owners of WJLB Detroit and WLOU Detroit.

WBBC's debut will be marked with a program titled *Your Land and Mine* featuring Henry J. Taylor over the entire Mutual network on opening night. Michigan's governor and other state and city officials will take part in the opening night ceremonies.

Mr. Balfour, WBBC's managing director, was formerly business editor of the Flint Journal and served during the war as an officer on Admiral Halsey's Third Fleet staff.

WROW, Albany Outlet, Begins Operations June 1

ALBANY, N. Y.'s first FM station, WROW, will go on the air about June 1, according to an announcement last week by John Lee, station manager.

Construction of a transmitting station in the Heldeberg mountains south of Albany is expected to start in a few days. WROW is scheduled to operate 18 hours a day. Programs will originate in downtown Albany studios.

Mr. Lee was formerly with WOKO and WABY in Albany. WROW directors are Harry Goldman, Goldman & Walter Advertising Agency, Albany; Hy Abrams; Hy Rosenblum; Dr. John Quinlan and Louis Gross, president of the Union National Bank, Troy, N. Y.

WNAE BAPTIZED

Warren, Pa. Outlet Fills Gap in Flood Crisis

WNAE Warren, Pa., barely three months old, got a literal baptism last week and earned widespread applause for its yeoman service when the Allegheny River flooded the town.

By special permission of the FCC, WNAE remained on the air until the crest of the flood passed at 2 a. m. Sunday, April 6. The station served as nerve center of the Red Cross' disaster relief activities. Messages, warnings and instructions were broadcast to flood workers and victims after telephone service was disrupted.

WNAE's manager, David Potter, offered the station's facilities to the daily *Times-Mirror*, Warren's only newspaper, whose plant was flooded. Despite the fact that there is no official connection between the two, WNAE broadcast a special 45-minute radio news edition for the *Times-Mirror*.

WORLD'S BEST TOBACCO MARKET

WBTM-FM

DANVILLE, VIRGINIA

32,000 WATTS

92.1 MEGACYCLES

(On the Air About April 1st)

WORLD'S BIGGEST TEXTILE MILLS

IN WORCESTER

WTAG delivers **147%** **MORE AUDIENCE** than Station **B**

WTAG delivers **209%** **MORE AUDIENCE** than Station **C**

WTAG delivers **298%** **MORE AUDIENCE** than Station **D**

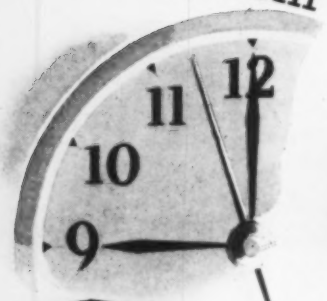
WTAG delivers **368%** **MORE AUDIENCE** than Station **E**

TOTAL RATED TIME PERIODS HOOPER-INDEX JAN.-FEB. '47

Moreover, *Only* **WTAG** delivers Central New England

When You Buy Time — Buy An Audience!

This is CBS . . .
The Columbia Broadcasting System



and this is
WWVA—The Friendly Voice
from Wheeling, West Virginia

WWVA is happy to join CBS on June 15th . . . adding an even greater effectiveness to the now complete coverage of the 500,000 Radio Families* in the heart of the thriving steel and coal belt of the nation.

* *To be exact:*
BMB audience to WWVA
500,170 Families - Day
480,560 Families - Night

A FORT INDUSTRY STATION

WWVA

50,000 WATTS

WHEELING, W. VA.

MARATHON LISTENERS
Magazine Finds Audience Likes What It Hears

THE May issue of the magazine '47 comes up with a new switch on the marathon radio program—a marathon listening program.

Three of the magazine's contributors—and stockholders—were given the assignment of listening to their radios for a full 24-hour period, each to listen continuously for eight hours at a sitting. At the end each was to write his impressions, which are printed in the current issue of '47.

The trio are all well-known writers: Marion Sturges-Jones, Isabel Scott Rorick and Robert Fontaine. The brunt of the summing-up was borne by Mr. Fontaine, who listened during the final segment of the broadcasting day—from 4 p.m. to midnight.

"The significant fact is that the American people, by and large, like what they hear on the radio," said Mr. Fontaine. And so, apparently, did he.

Haymes Replacement

ELECTRIC AUTO-LITE Co., Toledo, Ohio, beginning early June for 13 weeks replaces the *Dick Haymes Show* on CBS, Thur. 9-9:30 p. m., with *Lawyer Tucker*, starring Parker Fennelly, who plays the role of "Titus Moody" on the Fred Allen show. Dick Haymes returns to the air in the fall. Agency is Ruthrauff & Ryan, New York.

Du Mont Labs 1946 Net Loss $1,472,270; Video Receiver Orders Total $3,000,000

ALLEN B. DU MONT Laboratories showed a net loss of $1,472,270 for 1946, according to the company's annual statement, sent to stockholders last week. Company realized a net profit of $404,168 from the sale of $1,725,066 worth of cathode-ray instruments, but lost $1,553,463 on its television products business, which had net sales of $562,101. The company had a further loss of $704,051 on its video broadcasting operations, for which its income was $71,184.

In his statement, Dr. Du Mont, president of the organization, explained that whereas the manufacture of instruments continued with little change from prewar and war days, the production of television transmitters and receivers was a new venture. It was necessary, he said, "to engineer and product-design a complete line of new television receivers, transmitters and cathode-ray tubes. After designing the products and producing test models, it was necessary to test the equipment in the field under actual operating conditions." Then production lines were set up.

During 1946 the company shipped $562,101 worth of television products, but the production situation has so improved that in the first 10 weeks of 1947 shipments in this category totaled $1,008,000. As of March 1, the report stated, Du Mont had orders on hand for more than $3,000,000 worth of video receivers at retail prices, and for $479,440 worth of television transmitting equipment.

With the Wanamaker studios giving WABD New York "the world's largest and most complete television broadcasting facilities," and its new high gain antenna "making WABD the world's most powerful television station," the report said that this combination "places this station in an advantageous position as an originating network station." WTTG, Du Mont's Washington station, is also operating commercially and feeds outstanding Washington programs to New York via the coaxial cable.

Discussing the relationships of Du Mont and Paramount Pictures Inc., the report said that Paramount, holding all of the Du Mont Class B stock, is entitled to elect three of the eight Du Mont directors and the secretary, treasurer and assistant treasurer, while the Class A stockholders elect five directors, the president and vice president. Thus Paramount "is unable decisively to influence the policies of Du Mont."

The FCC, however, has ruled that Paramount and Du Mont are under common control within the meaning of the Commission's rules and regulations and on Jan. 16, when it granted the Du Mont application for a video station in Pittsburgh, it dismissed the applications for stations in Cincinnati and Cleveland. The Du Mont stations in New York and Washington and Paramount's in Los Angeles and Chicago, plus the Pittsburgh grant, make a total of five, the maximum allowed, FCC explained.

Both Paramount and Du Mont "vigorously maintained and presented evidence at hearings before the FCC that no such common control existed," the report stated, adding that when a hearing on the Commission's order is held "further arguments may be presented."

New WPTZ Policy

WITH dual motive of giving increased daytime entertainment to the Philadelphia video public and of providing retailers of television receivers with first rate programs for their demonstrations to prospects, WPTZ Philadelphia has inaugurated a policy of celebrity matinees, scheduled as frequently as top talent is available but not less than once a week.

KWSD Starts June 1

KWSD, 250 w Mount Shasta, Calif., station on 1340 kc now under construction, will go on the air June 1, according to Arthur Adler, general manager. Mr. Adler was formerly commercial manager of KMED Medford, Ore. KWSD's manager and chief engineer is Dave Rees, former chief engineer of KMED. Station is licensed to Shasta-Cascade Broadcasting Corp.

"...for outstanding achievement in program creation and promotion"

To be selected as winner of a Plaque Award by the City College of New York is an honor which KGFJ deeply appreciates. In acknowledging this outstanding Award, we wish to express our thanks also to the following for their splendid cooperation in bringing the Award to "Hollywood House":

LOS ANGELES COUNTY MEDICAL ASSOCIATION
Stanley K. Cochems, Executive Secretary and Narrator of "IF THEY HAD LIVED"

LOS ANGELES BAR ASSOCIATION
"THE LAW IS YOUR SERVANT"
David Ballard, Narrator — Les Ecklund, Writer

PAUL FORREST, Promotion

SUDLER COMPANY
Advertising Agency who so ably assisted with the presentation

THELMA KIRCHNER, Manager

KGFJ Hollywood House

THE TWENTY-FOUR HOUR STATION • 1230 ON THE LOS ANGELES DIAL

KFDA
delivers a large, responsive
AUDIENCE
in the fast-growing
AMARILLO MARKET

Get the Facts
. . About this aggressive station from a John E. Pearson Representative— or Howard Roberson, Manager.

Nunn Stations:
KFDA Amarillo, Texas
WLAP Lexington, Ky.
WBIR Knoxville, Tenn.
WMOB Mobile, Ala.
WCMI Ashland, Ky. Huntington, W. Va.

KFDA
A NUNN STATION
AMARILLO, TEXAS

DEALERS IN CAPITAL PREPARED FOR 'T' WEEK

RCA Victor will employ an elaborate promotion campaign when it introduces its newest television receivers to the Washington, D. C., market with the televising of the opening major league baseball game of 1947, today (April 14). The broadcast of the game will be sponsored by approximately 50 retailers in and around Washington who have been franchised to handle the receivers. RCA Washington distributor is Southern Wholesalers.

In addition to the baseball games on April 14, 18 and 19, WTTG, Washington television station, will observe "T" week by carrying special afternoon broadcasts originating in Washington and New York.

U. S. Television Mfg. Corp. plans to have a number of large-screen sets (340 square inches) in dealers' hands, along with direct-view consoles.

LAGUARDIA WINS FLIGHT

Former New York Mayor Awarded Global Trip As 1947 'One World' Radio-Press Prize

FIORELLO H. LaGUARDIA, ex-mayor of New York City and director general of UNRRA, has been selected by the One World Award Committee as the 1947 winner for press and radio, and will receive a trip around the world by plane, it was announced on Tuesday by Jacques S. Ferrand, secretary of the committee.

The award was given to Mr. LaGuardia "in recognition of his outstanding national and international public services in his fearless stand on the radio and in the press, as well as in his public life generally, in furthering the highest ideals of One World."

Mr. LaGuardia is the second flight winner, the first in 1946 being Norman Corwin, who last week completed a series of broadcasts based on recordings made during the trip. In 1945, the committee selected David Sarnoff for radio, Darryl Zanuck for motion pictures, and Kent Cooper for press, but because of war conditions, the flights were not started till last year.

The idea of the award originated in December, 1944, in order to give annual recognition for outstanding contributions toward developing international understanding by representatives of the press, radio, and motion pictures.

The award was presented to Mr. LaGuardia at his home in Riverdale, N. Y., by Norman Corwin and the committee, but the formal presentation is not scheduled till early in May.

WIBW *offers you a* GUARANTEED MARKET!

By act of Congress, farmers are guaranteed parity prices for their crops and livestock until January 1, 1949.

By two decades of carefully planned service, WIBW has built the largest, most responsive farm audience in this area. With their selling prices guaranteed . . . their production steadily increasing . . . their high standards of living, these habitual listeners are truly the *First Families of Agriculture.*

By using WIBW, you guarantee yourself a short-cut to the lion's share of this guaranteed purchasing power.

Serving the **First Families of Agriculture**

WIBW Topeka KANSAS WIBW-FM

CBS

Rep.: CAPPER PUBLICATIONS, Inc.

BEN LUDY
Gen. Mgr.
WIBW-KCKN

CLIFFORD DURR SPEAKER AT 'RADIO CRISIS' PARLEY

FCC COMMISSIONER Clifford Durr will be the featured speaker at a "Crisis in Radio" conference called by the Progressive Citizens of America for April 19 at New York City's Capitol Hotel, it was announced last week.

Mr. Durr

There will be two sessions at the conference. The first, at 1 p. m., will discuss whether or not the public ownership of the airwaves is being threatened, and if so, by what forces. Speaking on this phase will be Commissioner Durr, Walter White, executive secretary of the National Assn. for the Advancement of Colored Peoples, and Mrs. Sidonie M. Gruenberg, director of the Child Study Assn.

The second session at 3 p. m. will outline a program of action and will feature PCA co-chairman Frank Kingdon and Norman Corwin, radio writer and chairman of the PCA radio division.

VIRGINIA NOTABLES HAIL WSVS AT DEDICATION

WSVS Crewe, Va., 1-kw daytime independent on 650 kc, was formally dedicated April 6 in a program including a transcribed talk by Virginia Gov. W. M. Tuck and broadcasts from the station's studio's in Farmville and Blackstone, Va., as well as Crewe.

Transcribed speeches by Sen. A. Willis Robertson and Rep. P. H. Drewry; live talks by Walter Bishop, WRVA Richmond public relations director, and John Tansey, WRVA production manager, and transcribed congratulatory messages from WLVA Lynchburg and WBTM Danville, Va., and KBUR Burlington, Iowa, also were used. WRVA assisted with its remote facilities, enabling the station to make 29 separate pickups during the broadcast.

WSVS is licensed to Southern Virginia Broadcasting Corp., which is owned by five business and professional men and headed by Calvin S. Willis, retail jeweler. W. L. Willis Jr., former publicity director of WRVA, is general manager, secretary and a minority stockholder. On the air since April 4, the station is Raytheon equipped and has AP news and World transcription services. FCC's grant for the station, issued last September, is being appealed by WSM Nashville, dominant station on the clear channel WSVS uses daytime.

RICHARD HUDNUT SALES Co., New York, has renewed for 13 weeks "Jean Sablon" on CBS, Sat. 7:15-7:30 p.m. Agency: Kenyon & Eckhardt, New York.

For utmost *flexibility* of program control:

CUSTOM-BUILT CONSOLES BY *Western Electric*

Engineered by Western Electric audio specialists in cooperation with station engineers, these consoles are designed to meet the exact speech input needs of a particular station. They hit a new high in utility, versatility, and attractive appearance.

Standard Western Electric components are combined into circuit arrangements and cabinet designs to meet fully the broadcaster's individual requirements. Frequency response, distortion level and noise level are all better than the FCC standards for highest quality AM or FM broadcasting.

For full information on Custom-Built Consoles to meet *your* exact needs, consult your local Graybar Broadcast Representative or write to Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

WOR is using three of these Western Electric Custom-Built Consoles.
KHJ will install ten specially engineered Consoles like this.
WHAM has four Custom-Built Consoles like this for better program control.
Western Electric
Distributed by GraybaR
OFFICES IN 32 PRINCIPAL CITIES
— QUALITY COUNTS —

Third Workshop Session Features Video Writing

THIRD SESSION of the Radio Writers Guild workshop series held on April 9 was on "Writing for Television—the Present Market and Future Possibilities." The session was held in the Midston House, New York.

Edmund Rice, Guild member and staff writer in the radio and television department of J. Walter Thompson Co., New York, served as chairman, and guest participants were: Ben Feiner, CBS television program director; Harvey Marlowe, television producer at ABC, and Warren Wade, executive producer of NBC television.

The fourth and final session in the workshop series will be held April 22 and will deal with writing documentary type radio programs.

Paging Cinderella!

ADD new demonstrations of radio's public service: When a Juneau, Alaska, housewife got home with a pair of shoes she had just picked up at a repair shop, she was nonplussed to find one pump bigger than the other. Turning on her radio as she pondered the problem, she heard a message from the shoemaker broadcast on KINY Juneau's public service program, *Totem Talk*, solving the mystery of the scrambled footwear. Such personal messages may be broadcast in Alaska, since other forms of communication cannot adequately serve the huge territory.

1050 OUTLETS TO GET NAM SHOW FULL YEAR

"YOUR BUSINESS REPORTER," National Assn. of Manufacturers' new 15-minute recorded series, is on way to 1,050 stations in U.S. and Hawaii and will be broadcast for 52 weeks, commencing on or after April 14, G. W. (Johnny) Johnstone, director of the radio department in NAM's public relations division, announced last week.

Series features talks by William Rainey, of NAM's radio department and former production director of NBC, on topics of the day and reports of happenings in business and industrial world.

WLWA (FM) Cincinnati increases broadcast time 26½ hours a week with new schedule started March 26, making broadcasting continuous from noon until 11:30 p.m. seven days a week.

AGREEMENT on a 52-week contract for the transcribed half-hour Wayne King show on WOAI San Antonio is reached by Mel Burns, manager of the Zale Jewelry Co., San Antonio (r) and J. Millard Bishop, WOAI account executive who handled the transaction.

RADIO LAUDED FOR PART IN ROAD SAFETY RECORD

RADIO was given an enthusiastic vote of thanks last week by the American Automobile Association for having given more time during the past year than ever before to promoting highway safety.

AAA began its safety campaign on a nationwide basis last May. The "Take It Easy" safety slogan was given prominent mention by Walter Winchell, Bill Hollenbeck, Lowell Thomas and other radio personalities. In addition, an extensive spot campaign was handled by local AAA clubs in cooperation with local radio stations; 70 of the clubs were furnished with weekly five-minute safety scripts.

During last July and August, NBC devoted a half-hour to highway safety each Saturday in its *No Happy Ending* program. The need for safer driving was highlighted throughout the summer on the Dick Haymes Auto-Lite show.

Survey Shows 156% Gain In Courses on Advertising

AN INCREASE of 156% during the last 15 years in the number of American colleges and universities giving adequate instruction in advertising is shown in a report issued last week by the Advertising Federation of America.

The report is contained in a *Directory of Advertising and Marketing Education in the United States* prepared under the supervision of Alfred T. Falk, director of the federation's Bureau of Research and Education, the first such study since 1931.

The new directory lists in detail all courses in advertising, marketing, selling, retailing and related subjects offered by all of the nation's degree-granting colleges and universities. Correspondence courses in those subjects and a description of courses offered by advertising clubs are also listed. The directory is available at $2.50 through the Advertising Federation of America, 330 W. 42nd St., N. Y. 18.

WSBT
SOUTH BEND

960 KILOCYCLES
COLUMBIA NETWORK

People in the South Bend market are continually reminded that WSBT brings them the top radio shows. Whatever WSBT promotes—one program or a series, one listening period or an entire day—it does so consistently and effectively. Promotion like this gives WSBT advertisers a decided advantage in this area.

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Here is the "KEY" to

MORE BUSINESS

for

"Home Town Market" Broadcasters

Nationwide Representation

By a young (established 1940) yet seasoned and energetic SELLING ORGANIZATION, SPECIALIZING in serving ONLY KEY stations, in HOME TOWN MARKETS, under Metropolitan size. We can do a job for you too . . . for PROOF of this type of SPECIALIZED SERVICE, Phone, Wire, or Write to W. S. GRANT, 703 Market Street, San Francisco 3, California. Phone EXbrook 6685.

DAVID S. BALLOU
Mgr. Los Angeles Office

JACK Q. HALL
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BERNARD HOWARD
Mgr. New York Office

FRANK BACK
Mgr. Chicago Office

W. S. GRANT
Gen. Manager

KEY STATIONS

ARIZONA STATIONS
Sun Country Network

CALIFORNIA STATIONS
KPMC Bakersfield
KHSL Chico
KHUM Eureka
KGFN Grass Valley
KMYC Marysville
KYOS Merced
KTRB Modesto
KCMJ Palm Springs
KPRL Paso Robles
KPMO Pomona
KVCV Redding
KYOR San Diego
KSJO San Jose
KVEC San Luis Obispo
KSMO San Mateo
KVOE Santa Ana
KSRO Santa Rosa
KHUB Watsonville

IDAHO STATIONS
KRPL Moscow

MICHIGAN STATIONS
WMRP Flint

MONTANA STATIONS
Montana Network
KAVR Havre
KIYI Shelby

NEVADA STATIONS
KATO Reno

OREGON STATIONS
KBKR Baker
KRUL Corvallis
KUGN Eugene
KUIN Grants Pass
KFJI Klamath Falls
KLBM La Grande
KYJC Medford
KSRV Ontario
KOCO Salem

PENNSYLVANIA STATIONS
WHAB Stroudsburg

TENNESSEE STATIONS
WLAR Athens

WASHINGTON STATIONS
KSEM Moses Lake
KWWB Walla Walla

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W. S. GRANT CO., INC.

RADIO STATION REPRESENTATIVES

"TIME AROUND THE CLOCK AROUND THE COUNTRY"

SAN FRANCISCO · LOS ANGELES · CHICAGO · NEW YORK · KEY STATIONS ·

CBS CHECKS PROMOTION METHODS OF AFFILIATES

A SUMMARY of the type and techniques used by affiliated stations was contained in a report issued last week by CBS. The report is based on replies received from 146 CBS stations which were sent questionnaires by the network last December.

All stations were found to be using local announcements, with the average station using 197 a month. Recordings were used by 110, while 87 used special local promotion programs varying in length from 5 to 15 minutes. Newspaper ads were employed by 99, billboards by 31, car cards by 46, movie trailers by 29, posters by 82, photographs by 122, house organs by 40, dealer letters by 117, and listings and feature boxes by 100. In addition, 61 stations resorted to miscellaneous techniques, including magazine ads, newspaper columns, syndicated columns, and matches as giveaways.

UTAH'S sports champions who have won national prominence were honored as part of state's centennial observance, now in progress. Jimmy Hodgson (l), centennial sports director, is shown with Arnold Ferrin (center), twice named to All-American basketball team, and Al Thomas, KUTA Salt Lake City promotion director, at banquet presentation by KUTA of ABC's All-American basketball team as selected by Joe Hasel.

New Lipstick Transmitter Heard on CBS Program

TINY "lipstick" transmitter, using the printed-wire circuits developed in the war for the proximity fuse, was demonstrated in a broadcast on WTOP Washington by Dr. Cledo Brunetti, Bureau of Standards scientist. The tiny apparatus, operating on 140 mc, a Government band, sent a message to a receiver a few feet away in the WTOP studio where it was picked and relayed to the CBS network.

Dr. Brunetti described his apparatus [BROADCASTING, Feb. 18, 1946] on the *Adventures in Science* program on CBS. The transmitter has a 10-mile range. The printed circuit is either painted or printed on a plastic surface to supply the equivalent of a wire circuit.

PAN AMERICAN BROADCASTING Co., New York, is distributing a complete listing of radio stations on five continents which it represents, to manufacturers and agencies interested in foreign radio advertising.

McCARTHY SERIES
Discs Reportedly Are Offered To Local Ford Dealers

SERIES of five-miute transcriptions will be made by Joe McCarthy presenting the former New York Yankee manager's view on the pennant chances of the 16 major (American and National) league teams. The opinions Mr. McCarthy expresses on the transcriptions will be an exclusive radio feature. Similar offers from magazines and newspapers to do a similar series for them were said to have been turned down by Mr. McCarthy.

The transcriptions are to be syndicated by Robert P. Mendelson Productions, Buffalo, and it is understood on reliable authority that the series is being offered to Ford dealers for local use on an individual pay basis by the J. Walter Thompson Co.

Stations which have contracted for the series to date for a variety of sponsors other than Ford dealers include: KQV Pittsburgh, WINN Louisville, WKBW Buffalo, WSPD Toledo, WGBI Scranton, Pa., and WBRE Wilkes-Barre, Pa.

Mr. McCarthy plans to prepare the transcription series at his model farm near Buffalo where he is now living in retirement.

Revised Radio Fact Sheet On New Army Is Issued

AIDING the War Dept. with its problem of maintaining and increasing the prestige men in uniform enjoyed during the war, the Advertising Council, New York, prepared a revised radio fact sheet on Army prestige entitled, "Our New Soldier—Young, Skilled Volunteer," in connection with its radio allocation plans.

The revised sheet had its first use by network programs in formulating salutes and messages to men in the Army and possible recruits during the celebration of Army Week, April 7-12. Radio messages underscored the fact that this country is now building the largest, best-trained, technically educated, all volunteer, peacetime army in its history.

WSM Wins Suit

WSM Nashville has won a permanent injunction enjoining Golden Goose Corp. and its President R. L. Whitton from using the name "Grand Old Opera" or similar name alluding to the Saturday-night *Grand Ole Opry* show on WSM. The decision was handed down in U. S. Court for the Middle District of Georgia. WSM officials charged that the company, of Milbridge, Me., advertised its show as "Grand Old Opera," "Radio's Barn Dance Review," and "Radio's Original Grand Old Opera" in connection with performances in Georgia.

You'll "SPRINT" to SALES SUCCESS in GREATER KANSAS CITY when you hire KCKN

To "break the tape" in the selling race, you need three things—the market, the buying power, the medium. In Greater Kansas City you'll find a mass market with an eight hundred million dollar (AFTER taxes) effective buying income. And through KCKN you'll take the quickest way to the winning line in this in-the-money market.

Because KCKN, and *only* KCKN, programs exclusively for metropolitan listener tastes, Kansas Citians look to KCKN for the kind of radio entertainment they enjoy. And so, via KCKN, your sales message is delivered straight to the market that counts—without the rate penalty of out-state coverage.

MUSIC BY DAY • MUTUAL AT NIGHT

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY ... WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

FORCED-AIR COOLED

NEW V-H-F POWER TRIODE FOR 10-KW FM

TYPE GL-5518

RATINGS

Filament voltage	6.3 v
Filament current	250 amp
Grid-plate transconductance	12,000 mmhos
Interelectrode capacitances:	
Grid-filament	28.5 mmfd
Grid-plate	20 mmfd
Plate-filament	0.55 mmfd
Frequency at max ratings	110 mc
Type of cooling	forced air
Plate ratings per tube, Class C power amplifier, grounded-grid circuit (key-down conditions without modulation):	
Max voltage	7,500 v
Max current	2 amp
Max input	12 kw
Max dissipation	4 kw
USEFUL POWER OUTPUT, typical operation (at 6,000 v and 1.3 amp)	6.4 kw

- **High power output—see ratings!—yet forced-air cooled for convenience of installation.**
- **Frequency up to 110 mc at max plate input.**
- **Ultra-modern in design and electrical characteristics.**
- **G-E Ring-Seal construction gives large terminal-contact areas.**
- **COMPACT and sturdy. Built to "take it" in hard station service.**

BROADCAST stations that prefer forced-air cooling, and builders of transmitters for this type service, both will welcome General Electric's Type GL-5518 triode—a NEW v-h-f tube with plenty of power, modern in every way, able to meet the exacting demands of FM with plus-marks for its performance.

A pair of GL-5518's, operating conservatively in a grounded-grid amplifier, will put out more than 12½ kw of power. *Usually the GL-5518 needs no neutralization in grounded-grid circuits;* but when required, a small amount of fixed neutralization suffices over a wide frequency band.

To these features should be added:

1. Extremely low lead inductance.
2. Minimum r-f losses due to silver-plating all external metal parts.
3. Topnotch electrical efficiency from generous ring-seal terminal-contact areas.

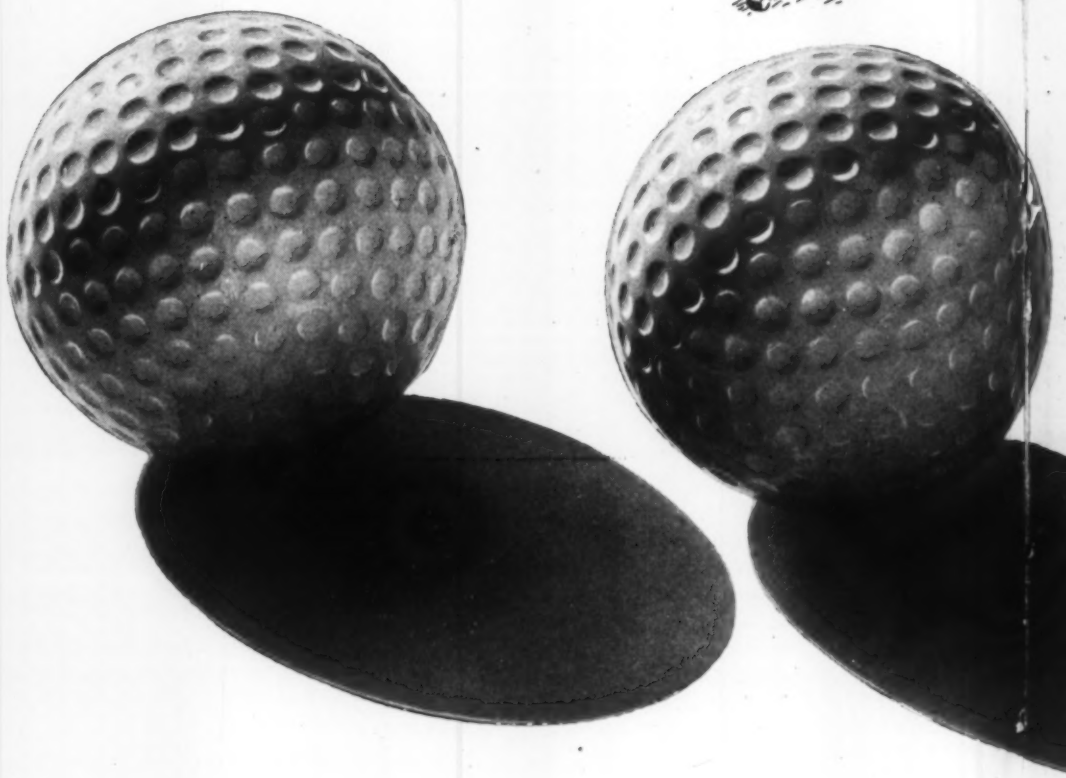
Let G-E tube engineers work with you to apply the GL-5518 to new equipment for the big FM broadcast market that favors air-cooling. Phone your nearby G-E office, or write *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

181-219-6950

FIRST AND GREATEST NAME IN ELECTRONICS

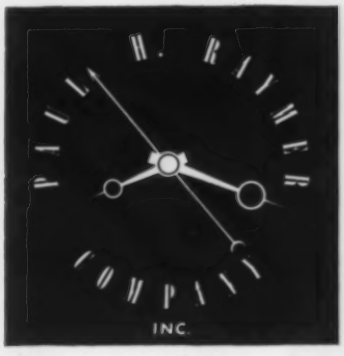
Wha



hat is your choice in golf balls?

You can use either one of these balls. At first glance they look alike. One of them is precision made, with a fine balata cover. It has a liquid center and is tightly wound with pure rubber thread. It gives you better response, balance and control. The other has some of these qualities but not all of them. *It costs a little less* and looks like a bargain, but is it?

Like golf balls, station representatives may look pretty much alike—at first glance. We are proud of our fifteen year successful record, of our consistent adherence to the same principles and policies of operation. These things are more than just plans and promises—they give you positive proof of performance.



Paul H. Raymer Company Inc. • Radio Advertising

NEW YORK · BOSTON · DETROIT · ATLANTA · CHICAGO · LOS ANGELES · SAN FRANCISCO

Editorial

Beyond the Usual Call

AN EVENT noteworthy in radio transpired last month with transfer of KSTP St. Paul from the estates which owned three-fourths of it, to Stanley E. Hubbard, its founder, president, general manager, and one-fourth owner. There's nothing unique about station trading these days, but in this instance there were unusual aspects both from the governmental and the business standpoints.

Mr. Hubbard held an option to purchase the trustee holdings for $825,000. He arranged with Aviation Corp., which owns WLW and WINS, through its subsidiary Crosley, to advance that amount to him and gave to Aviation Corp. an option to acquire the 75% at a later date for $1,200,000. Mr. Hubbard would have retained 25% with a management contract.

Just two days before expiration of the option, the FCC, by a 3-2 vote, announced it would deny the transfer, presumably since control ultimately would go to Avco. At the same time, the FCC, by a 5-0 vote, decided to reject a bid of a group of Twin City business men for the 75% block. The parties were so notified. The Avco executive committee was promptly convened by its president, Victor Emanuel, and approved a recommendation of James D. Shouse, Crosley president, and R. S. Pruitt, Avco vice president and general counsel, that $850,000 be advanced to Mr. Hubbard, and that Crosley-Avco content itself with 49% stock. The FCC, on the day of the option expiration, called a hearing, reviewed the new contract and approved the transfer.

Business-wise, the transaction probably can't be categorized as a good investment, since it isn't usual for large entities to acquire less than control. But Avco felt it had an obligation which failed of approval through no fault of Mr. Hubbard. And the FCC majority must have felt constrained to see control of KSTP go to the man most responsible for its development. Both attitudes are healthy, and the outcome is a scource of encouragement to those who toil in the radio vineyard.

'Drama in Newscasting'

FROM THE editorial page of the *St. Louis Post-Dispatch* (KSD), April 8 issue:

> One recent evening, as Richard Harkness told of the tragic accident record in coal mines, he paused in his news broadcast and said, "Here's how John L. Lewis said it." Out of the loudspeakers thundered the actual voice of John L.: "That's the way our society treats our coal miners!"
>
> Thereafter Mr. Lewis's voice rose to the resonance of an organ, dropped to a whisper, dipped with sarcasm. Like a veteran actor, he was making his point on mine safety in a congressional committee room, and those in the radio audience felt they were right there with him—transported by wire recordings woven skillfully into the continuity of the news report.
>
> Mr. Harkness has used the wire recorder to reproduce recent testimony by Dean Acheson, Under Secretary of State; J. Edgar Hoover, FBI chief, and other officials. In these broadcasts there was a drama and timeliness that only radio could produce. Mr. Acheson and the National Broadcasting Co. have shown, we think, how dramatically effective radio news broadcasting can be.

There could be no more eloquent testimony to the impact of the spoken word. What Mr. Harkness did has been done by other commentators for other networks. The wire recorder, a war product first used for battle-front reporting, now becomes a standard tool of the radio newsman.

'Budgeteering'

IN AN INTERVIEW elsewhere in this issue Chairman Charles R. Denny presents FCC's case for a larger budget for the fiscal year 1947-48. It may not be the full case. He deals solely with the amount of work the Commission has accomplished in standard broadcasting, the delays which confront applicants, the scope of the job yet to be done, and the need for more personnel with which to do it. In this, his reasons appear cogent.

It must be remembered, however, that personnel involves money. Appropriations Committee hearings on the 1947-48 proposal are now due to start April 28. In the past, we have pointed out that FCC's request for $7,300,000 is the highest it has yet made in peacetime, and approaches even its peak wartime expenditure of $7,771,705 in 1942-43. We have done this on the theory that nothing is more public, or more deserving of public discussion, than expenditure of public funds.

Proceeding on the same theory, we have propounded a number of questions which we felt might lead to substantial savings where savings should be made [BROADCASTING, March 3, 10]. In the light of Mr. Denny's most recent explanations, we do not feel impelled to retract any of those questions. Nor can we agree with him that FCC has exhausted its ability to devise time-saving methods so long as the Commission continues to make time-taking expeditions into the forbidden fields of programming and business aspects.

Not So Technical

ON THE PREMISE that an engineer can perform miracles and usually does, those on the live side of the mike usually take for granted most things that occur in technical radio. Hence, it behooves radiodom to heed the changes in topside engineering personnel.

George P. Adair, who has been identified with the regulation of broadcasting at the FCC for sixteen years—the last three as chief engineer—has resigned to enter consulting engineering in Washington. The FCC has named George E. Sterling, senior assistant chief engineer, as his successor. Simultaneously, the NAB has appointed Royal V. Howard, vice president of Associated Broadcasters, as its director of engineering.

Mr. Adair more than deserves the tribute he received from the FCC upon announcement of his resignation [BROADCASTING, March 24]. He performed highly meritorious service during one of the most trying periods in radio's development. He leaves government service with the good wishes of all.

In Mr. Sterling, the FCC makes a logical appointment. He has had radio experience going back to 1908; has been in the Government since 1923, and during the war directed the FCC's Radio Intelligence Division.

With "Doc" Howard's appointment, the NAB completes its executive organization. He brings to the NAB an almost ideal background.

There are arduous days ahead in technical radio—just as tough as those since V-J day. The International Telecommunications Conference gets under way in Atlantic City in May to run through the fall. Although in the rarefied atmosphere of treaty deliberations, the outcome has serious implications for domestic radio. Another NARBA is coming up. All isn't so serene as many would have you believe in the field of high frequency allocations. How much farther can the FCC go without degrading standard broadcast service to the point of listener disservice?

That's why we believe these changes are of more than cursory interest to all in radio.

Our Respects To—

ALONZO WILLIAM KANEY

A FEW DAYS AGO a man in his office at NBC Chicago glanced idly at his calendar, drew a circle around Sunday, April 13, took a meditative puff on his cigar and, for a few minutes, let his mind wander back through the years to 1922.

Alonzo William (Sen) Kaney, stations relations manager, NBC Central Division, suddenly realized both he and NBC'S Chicago station, WMAQ, had been in the radio business a long time.

Actually, Mr. Kaney has been in radio even longer than WMAQ, which yesterday, April 13, celebrated its silver anniversary. Way back in 1921 (which month he can't remember) Sen Kaney walked into the office of Wilson (Scoop) Weatherbee, manager of KYW, then in Chicago, and got a job talking into an ugly black box called a microphone. He was one of Chicago's earliest announcers. As far as he remembers, he was the first fulltime announcer in Chicago, but if anybody wants to lay claim to that dubious honor he won't argue.

A year later a young lady whose hair today is as silver as the anniversary WMAQ celebrates, Miss Judith Waller, found herself manager of a station which had the call-letters of WGU. It was located in one corner of The Fair Store, which owned it, together with the *Chicago Daily News*. Both companies gladly placed the operation of this strange novelty with its wavering wavelength and its howls and squeals in her hands. Today Miss Waller, now public service director of WMAQ, Walter Lindsey, now transmitter engineer, and Mr. Kaney enjoy membership in the 20 Year Club as the station's three oldest employes in point of service.

Mr. Kaney joined NBC (then located at 180 N. Michigan Ave.) in 1928 when the network did not own its Chicago outlet. He worked with such pioneers as Niles Trammell, I. E. (Chick) Showerman and Frank E. Mullen, who thought it would be a good idea to broadcast a little music and news of interest to farmers and came up with a program called *The National Farm and Home Hour*.

Early radio listeners all knew Sen Kaney because he was on the air either announcing, playing the piano, reading poetry, singing, or just "clownin' around" every day from 9 a.m. to 12 midnight unless, of course, a tube blew out, or a short circuit threw the station off the air, which was not infrequent. Like, for instance, on Nov. 24, 1922, when WMAQ's log, as recorded by George Weller, read: *"4 p.m. on air. 4:14 p.m. tube blew. 4:15 p.m. on air again. 4:21 p.m. tube blew again. 4:23 p.m. on air but no speaker. Cancelled program."*

Sen (a life-long nickname he inherited from

(Continued on page 52)

Directions for Starting a Heat Wave!

ON THURSDAY, March 20th, Helen Hall, on her daily broadcast, made a simple announcement that a penny post card would bring a free gift of a wall thermometer. She ended her chat with the whimsical plea, "Confidentially, I'd like a lot of mail, so I can say 'Dear Boss—you see, somebody does listen besides my mother.'"

Helen Hall started a heat wave of enthusiasm because 3,072 women answered her offer. Although many wanted that thermometer, a staggering number just wanted "the Boss" to know that Helen Hall was one of their favorites.

Helen Hall is available for your sponsorship. She can start for you a "heat wave" of buying by her large and loyal audience. Here's experience not experiment, for a sponsor seeking a tested and proved radio audience. It's well worth a call to WCBM today!

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.
Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

Respects

(*Continued from page 50*)

his grandfather, Alonzo William Kaney, one-time senator from Ohio) recalls such hoary memories of the early days of radio as when he introduced a young, well-padded musician named Paul Whiteman; an interview with a beautiful young actress named Mrs. Pat Campbell; two black-face comedians called "Amos 'n' Andy" and a program entitled *Smack-Outs* with a young married couple, Marian and Jim Jordon.

When NBC bought WMAQ Sen Kaney moved with the furniture and automatically became program director of the station. In that position he found himself hiring and firing talented but unknown actors who were giving radio a fling while at liberty from a Gus Sun booking. The other day, while leafing through some old inter-office memos, he found one to Mr. Trammell in which he declared, "While obviously affecting the quality of our present programming, I submit the following budget for your approval . . ."

There followed such names as *Sisters of the Skillet*, $200; *Painted Dreams*, (including writing and talent) $50; *Vic and Sade*, $105; *Smack-Outs*, $65. The pay was for a week's work and not a single performance. Even in 1933 NBC's program costs in Chicago for one week were only slightly in excess of $10,000 and the talent accepted their weekly checks with the feeling that the dream would disappear any moment.

In 1939, Mr. Kaney left the program department to become assistant to Mr. Trammell, and a young man named Sid Strotz, then manager of the Chicago Stadium, moved into the job.

As Mr. Trammell's assistant, Mr. Kaney had a chance to see first hand the managerial brilliancy of the man who was responsible for NBC's network expansion and is today its president.

The fruition of network radio, he feels, took place in 1940 with NBC reaping a golden harvest of big-name programs, ranging from *The General Mills Hour* (four super-duper daytime dramas, all authored by Chicago's own Irna Phillips) through the Crosbys, the Bennys, and the Vallees, with their various imitators, all carefully nurtured and developed by NBC. In Chicago, home of the daytime serial and the writing factories of the Phillips, the Hummerts, et al., NBC found itself battling with sponsors whose basic concept of thrilling drama was a brief 12-minute commercial plus "snappy" dialogue. Accordingly, the position of continuity acceptance editor was created and Sen Kaney, equipped with a dictionary, a sharp pair of shears and a determined look, went to work.

The next three years, which he spent manfully trying to keep NBC and its over-zealous sponsors on speaking terms with the Federal Trade Commission, could better be forgotten. In 1943 he was rescued from what he considers the most thankless job in radio to become station relations director of NBC's Central Division.

With 52 stations and their respective managers under his wing he performs not only the usual routine of network-station relations but has developed an uncanny facility for locating non-existent hotel accommodations, train tickets, night club and theatre reservations on instant notice.

His hobby is travel, which has included a visit to Europe and last year culminated in a flying trip to South America on the cuff as guest of the Merchandise Mart, which awarded him second prize in a contest the building management conducted for suggestions on how to improve its exterior.

Mr. Kaney was born Aug. 19, 1894 in Cincinnati, but moved with his parents to Chicago as a boy. He graduated from Northwestern U. with an LLB. in 1916, just in time to join the Navy. He was commissioned as an ensign Nov. 2, 1918, and says the news frightened the enemy into surrendering on Nov. 11. He is married (to the former Miss Vera DeJong, of St. Louis, who was probably the first young lady to fall in love with a man's voice on the radio) and the Kaney's young daughter, Peggy, celebrated her 20th birthday March 31. The Kaneys live at the Edgewater Beach Apartments on Chicago's north side, a residence they have occupied for 15 years.

Commercial

EDWARD D. BRANDT, member of sales staff of WNCA Asheville, N. C., has been appointed commercial manager, replacing **ROBERT M. LAMBE,** who has been named WNCA general manager.

BERNARD F. ARMSTRONG, former cost accountant with Southern Engineering Co., Charlotte, N. C., has joined WBT that city, as auditor. Previous experience includes more than 15 years with Duke Power Co.

Mr. Armstrong

JANET A. DUNLAP has joined WTON Staunton, Va., as assistant to sales manager, **CHARLES E. SEEBECK.**

BILL LIND, assistant manager of accounting department of WCBS-TV New York, is the father of a boy, Geoffrey William.

FRANK DEROSA, of NBC Central Division general office, has been appointed assistant manager of division's local sales traffic department.

DAVID N. SIMMONS, former sales and program director of KSJO San Jose, Calif., has joined San Francisco office of John Blair & Co.

HOWARD J. FORBES, sales manager of WAJR Morgantown, W. Va., and **GENE A. BOGDEN,** WAJR salesman, have resigned.

FORSTER M. COOPER, veteran in radio industry in Wisconsin, has been appointed sales manager of WDUZ Green Bay, Wis., new 250 w station to begin operation soon on 1400 kc.

JOHN McCOLL, formerly of headquarters staff of Canadian Army at Washington, D. C., has joined business office of CJOC Lethbridge, Alta.

ROBERT KENNETT, manager of program relations for CBS, has joined Radio Sales, spot broadcast division of network, as director of commercial program development.

GEORGE LINDSAY has joined WEAW Evanston, Ill., as sales manager.

DOROTHY MICHAEL, of traffic department of KFWB Hollywood, has transferred to commercial research.

MILTON LASKER, formerly with WORL Boston sales department, has joined WLIB New York sales staff.

LEE F. O'CONNELL, formerly with Robert H. Clark Co., Beverly Hills, has joined Los Angeles office of Robert W. Walker Co., and is in charge of radio. He succeeds **JOHN A. NELSON,** resigned.

GORDON BURNETT, announcer of CFCH North Bay, Ont., has transferred to station's sales department.

BURKE, KUIPERS & MAHONEY has been appointed exclusive representative for WEDO McKeesport, Pa.

960

Paul H. Raymer Company Nat'l Rep.

WBRC

International News Service

NBC

NBC THE NETWORK MOST PEOPLE LISTEN TO MOST

WBRC FIRST IN BIRMINGHAM SINCE 1925

5000 Watts Day

5000 Watts Night

BIRMINGHAM, ALABAMA

NBC

in the Triple Cities

Binghamton • Johnson City • Endicott

It's Always a Good Bet

To Put your Money on the

WINR

BINGHAMTON, N. Y.

HEADLEY-REED, National Representatives

ALLIED ARTS

WILLIAM H. MILTON Jr., former assistant general manager of General Electric Co. Chemical Dept., has been elected a commercial vice president of company, with headquarters in Washington. **RAY W. TURNBULL**, president of Hotpoint Inc., GE affiliate, also has been elected a commercial vice president, with headquarters in New York. Mr. Turnbull will transfer to San Francisco in September, replacing **RAYMOND M. ALVORD**, who will retire Sept. 30.

RICHARD HOOPER, RCA Victor exhibition manager, is to leave New York May 26 with five assistants and an RCA video demonstration unit for Milan, Italy, where they will stage all-day television demonstrations for two weeks.

RICHARD W. HUBBELL head of Richard W. Hubbell & Assoc., New York, television, radio and motion picture consultants, April 11 lectured at Yale U. on "Television and the University Student."

RUTH LUNDGREN, former account executive with Win Nathanson & Assoc., New York, has joined Coffee Adv. Council of Pan American Coffee Bureau and National Coffee Assn., New York, in charge of publicity.

J. ALLEN BROWN, NAB Assistant Director of Broadcast Advertising, April 9 addressed Ad Club of Raleigh, N. C., on "Radio for Retailers."

WAYNE VARNUM, former publicity director for Columbia Records, New York, and **BERYL REUBENS**, former assistant publicity director of firm, and **MARVIN DRAGER**, former head of Columbia photography and production, have formed own publicity firm, **WAYNE VARNUM Assoc.**, with offices at 505 Fifth Ave., New York.

CHARLES A. GALLUP, former vice president and co-manager of Indianapolis office of Bozell & Jacobs, has established own advertising and public relations firm. The Gallup Co., with offices at 216 Mansur Bldg., Indianapolis.

BURT SQUIRE, formerly with Standard-Radio Transcription Service and previously manager of WINS New York, and manager of New York State Network, has joined station's relation staff of Broadcast Music Inc. He will make his headquarters in Chicago.

JERRY FAIRBANKS PRODUCTIONS, New York, formerly located at 18 East 48th St., has moved its offices to 292 Madison Ave.

STANLEY BROWN, formerly in exploitation department of Vanguard Films, has joined Hollywood staff of Mills Music Inc., publishing company, as West Coast publicity director.

JOE MARTY Jr., field engineer for Admiral Corp., Chicago, has been appointed manager of Parts and Accessory Division and assistant to **RICHARD A. GRAVER**, vice president in charge of radio.

NEAL MOYLAN, former manager of WFBL-FM Syracuse, and writer and producer at WFBL, has been appointed production supervisor of New York State Radio Bureau, Albany, N. Y. **FREDRIC CARR**, former CBS producer and director, and **WILLIAM TOMPKINS**, former news editor of WKBN Youngstown, Ohio, have joined the Bureau's writing staff.

JOSEPH P. FLYNN, former appliance merchandise manager of Leath & Co., Chicago, has been appointed north central regional manager of Crosley Division of Avco Mfg. Corp., with headquarters in Milwaukee.

GLEN McDANIEL, former general counsel of RCA Communications, has been elected vice president and general attorney of RCA Communications, New York. **W. W. WATTS**, vice president in charge of Engineering Products Dept., RCA Victor Div., has been elected to board of directors of Radiomarine Corp. of America.

MASON-RELKIN Co., New York, formerly located at 67 W 44th St., has moved to larger quarters at 20 E 35th St.

GEORGE W. McMURPHEY, formerly with J. Sterling Getchell Agency, Detroit, has established own advertising agency, with offices at 210 NW Broadway, Portland, Ore.

JACK SAYERS, Hollywood vice president of Audience Research Inc., preparatory to firm entering radio rating field, is in New York for 30-day conference with home office executives.

EDWARD SARNOFF, son of **BRIG. GEN. DAVID SARNOFF**, president of RCA, has joined Radio and Appliance Distributors Inc., East Hartford, Conn., as advertising and sales promotion manager.

EUGENE J. REILLY has joined Market Research & Adv. Inc., New York, as an account executive. **VINCENT B. BRAY** has been appointed sales promotion director of firm.

ELLENSBURG PUBLIC SCHOOL System, Ellensburg, Wash., has established radio division, with **L. FRANCES DIX**, as director of radio education.

THOMAS C. FLYNN, formerly with CBS and before that with Sheldon, Morse, Hutchins & Easton, New York public relations firm, has joined radio staff of VIP Service Inc., New York, to handle publicity and production.

CLARENCE H. SCHIMPF, who formerly operated radio and appliance store in Queens, N. Y., and **HENRY RUSTIN**, in New York radio field for 20 years, have been appointed sales representatives for Emerson Radio and Phonograph Corp., New York.

HELEN A. CORNELIUS, formerly with NAB on Joske retail clinic, has resigned as director of special activities division, United Service to China.

JENNINGS B. DOW, former electronics consultant engineer in Washington, D. C., and previously head of Electronics Bureau of U. S. Navy, has been elected a vice president of Hazeltine Electronics Corp., New York.

ROBERT M. ESTES, staff member of General Electric Co., Appliances and Merchandise Dept. Law Division, Bridgeport, Conn., has been appointed counsel for GE Electronics Dept., Syracuse, N. Y.

HAWAIIAN RADIO SERVICE, Hollywood, headed by **RUSS McCOLLUM**, has developed complete script and reference source for Hawaiian musical programs, including 156 scripts, reference book and brochure for use by station commercial department.

Admiral Hits Peak

NET earnings in 1946 of Admiral Corp., Chicago, manufacturer of radios and major appliances, were over two and a half times greater than in 1945. This represents an all time peak, Ross D. Siragusa, president, announced March 24 in his annual report to stockholders. Profits were greater than for the three previous wartime years, he stated. Net profits for the year ended Dec. 31 were $1,888,625.27, as compared with $711,310.15 for 1945.

NABET Rejects

HOLLYWOOD unit of National Assn. of Broadcast Engineers & Technicians has rejected average three percent escalator increase offered by ABC and NBC. Union seeks 10% hike and likelihood of strike vote is seen. Latter action reportedly will follow complete reports from component units across country.

National Advertisers in all fields are making Spring Media Plans

(You may obtain a free copy of Mr. Hurd's series by writing our nearest office.)

Ford Motor Company
United States Rubber Company
Socony-Vacuum Oil Company
Metro-Goldwyn-Mayer Pictures
Pepsi-Cola Company
Kaiser-Frazer Sales Corporation
E. I. du Pont de Nemours & Company
Eastman Kodak Company
Brown & Williamson Tobacco Corp.
Pabst Sales Company
Philco Corporation
Seagram Distillers Corporation
S. C. Johnson & Son, Inc.
Western Electric Company
The Sherwin-Williams Co.
The Maytag Company
Westinghouse Electric Corporation
Cory Corporation
General Electric Company
Schenley Distillers Corporation
Shell Oil Co., Inc.
Underwood Corporation
Lady Esther, Ltd.
International Silver
B. T. Babbitt Company
Bendix Aviation Corporation

In addition to the many food and drug advertisers we told you about in our last ad, national advertisers in *all* fields are heavily represented by the SALES MANAGEMENT subscribers who recently ordered reprints of "How to Increase Sales Through Better Media Selection."

Here's a sample cross-section of companies in fields *other* than food and drug whose sales executives bought copies of this series to help them evaluate local markets and media.

The sales executives of these companies—and of thousands more like them—turn to SALES MANAGEMENT for help in all phases of their sales and advertising programs.

Your *one sure path* to their desk is a consistent advertising campaign in SALES MANAGEMENT—the nation's only *sales* magazine.

Sales MANAGEMENT

NO. 10 IN A SERIES

"Clancy" Olson

Because he's a cop and looks like a "mick", everybody calls him "Clancy", even though he's 100% Minnesota Scandinavian.

It probably won't make him a better cop, but "Clancy" Olson listens regularly to "Sam Spade", "Gang Busters", "Sherlock Holmes", "This is Your FBI" and other detective shows on WTCN.

When you stand on your feet all day you don't take long walks at night In the Twin Cities, people listen to WTCN.

Want to sell "Clancy" some foot powder?

The DOUBLE-DUTY STATION

WTCN MINNEAPOLIS WTCN ST. PAUL

NOW—WTCN-FM!

ABC... plus High-listener locals!

FREE and PETERS
National Representatives

MANAGEMENT

RICHARD E. GOEBEL, president of recently disbanded Pacific Coast Adv., San Francisco, has been named general manager of KITO San Bernardino, Calif., and KOOL Phoenix, Ariz. Both stations are now under construction and are scheduled to begin operations in June. Mr. Goebel is making his headquarters in Phoenix.

HOWARD FINCH, production manager of WJIM Lansing, Mich., has been appointed vice president of station. Mr. Finch joined WJIM in 1934 as chief announcer, becoming production manager after a year. He served with AAF for four years, returning to WJIM last year.

Mr. Finch

DAVE BAYLOR, former program director of WGAR Celveland, has been appointed general manager of WJMO, new 1 kw daytime station expected to begin operations June 1 in Cleveland.

DICK CROMBIE, former news editor of KJR Seattle, has been named general manager of KBRO Bremerton, Wash.

ROBERT M. LAMBE, commercial manager of WNCA Asheville, N. C., has been appointed WNCA general manager, succeeding C. **FREDRIC RABELL**, resigned. Mr. Lambe previously was with sales staff of WSJS Winston-Salem, N. C.

HUGH B. TERRY, manager of KLZ Denver, has been elected representative of National Council of Boy Scouts of America.

SEYMOUR N. SIEGEL, acting director of WNYC New York, has been appointed radio coordinator for New York City's official reception to Miguel Aleman, president of Republic of Mexico, May 2, officially proclaimed Mexico Day.

GORDON ARCHIBALD, manager of CHOV Pembroke, Ont. has bought controlling interest in the station and is now president of company.

DWIGHT MARTIN, vice president and assistant general manager of WLW Cincinnati, has been named head of Cincinnati American Aid to France campaign.

PAUL W. MORENCY, general manager of WTIC Hartford, Conn., and vice president of Travelers Broadcasting Corp., station licensee, has been named state radio chairman for Connecticut Cancer Fund campaign.

NILES TRAMMELL, NBC president, is vacationing in Phoenix for two weeks before returning to New York.

GEORGE T. EMERSON, formerly with N. W. Ayer & Son, Detroit, has joined KRUX Phoenix, in an executive capacity. He formerly was a vice president of Ruthrauff & Ryan, New York, later transferring to agency's Detroit office. Mr. Emerson has been associated with automotive advertising accounts for 15 years.

Mr. Emerson

GENE BURKE BROPHY, owner of KRUX Phoenix, is on extended four weeks trip to New York.

ROBERT G. SOULE, vice president and treasurer of Onondaga Radio Broadcasting Corp., licensee of WFBL Syracuse, N. Y., has been elected president of Syracuse Chamber of Commerce.

H. S. JACOBSON, general manager of KXL Portland, Ore., has been elected president of the station. He has been affiliated with KXL for eight years.

HENRY SULLIVAN, manager of WDSC Dillon, S. C., and ex-Navy officer, is acting as volunteer recruiting officer for USNR with WDSC as official recruiting headquarters in Dillon. He has administered Navy Oath of Allegiance to **BILL JACKSON**, WDSC program service manager, **BILL DUNN**, program director, and **JACK IKNER**, WDSC chief engineer, all ex-Navy men.

CARLYLE E. YATES, former assistant general counsel in NBC's legal department, has joined RCA law department.

WTAR Norfolk, Va. has received certificate of appreciation from Veterans Administration for outstanding service to veterans.

Nominate WOR's Thomas To Head Advertising Club

THE ADVERTISING CLUB of New York nominating committee last week announced the following nominees to be voted upon at the club's annual meeting on May 13: president, term one year, Eugene S. Thomas, sales manager, WOR New York; vice president, term three years, Andrew J. Haire, president Haire Publishing Co.; vice president term one year, Arch Davis, executive secretary International Business Machines Corp.; treasurer, term one year, James A. Brewer, president, Brewer-Cantelmo Inc.; director, term three years, John A. Zellers, vice president, Remington Rand Inc.; director, term two years, Frank M. Head, vice president and general sales manager, United Cigar Whelan Stores Corp.; director, one year, Karl M. Mann, president, Case-Shepperd-Mann Publishing Corp.; director, one year, William J. Wallis, assistant treasurer, Office Operation Inc.

Wisconsin Meeting

LEAGUE of Wisconsin Radio Stations is to hold its first 1947 meeting in Milwaukee April 14. About 35 members are expected to attend, including Leslie C. Johnson, NAB 9th District director. The all-day meeting will conclude with election of new officers.

INVESTIGATION OF CBC IS PUSHED IN CANADA

FULL PROBE of CBC activities by Parliament is being pushed by the Progressive Conservative party at Ottawa. Government's bill for changes in the Broadcasting Act last year was tabled when opposition developed towards the end of the session.

With appointment last week of a new Parliamentary Radio Committee, the opposition party warned the government that it intended to press this year for a full review in Parliament of the CBC, and that it wanted to find out if Parliament was in favor "of handing to any corporation complete power of regulation and control over those concerns in opposition to it." Last year the Conservatives advocated and will continue to advocate this year that some independent body shall stand between the CBC and its opposition who are in competition and in the advertising business.

Parliamentary Radio Committee appointed consists of:

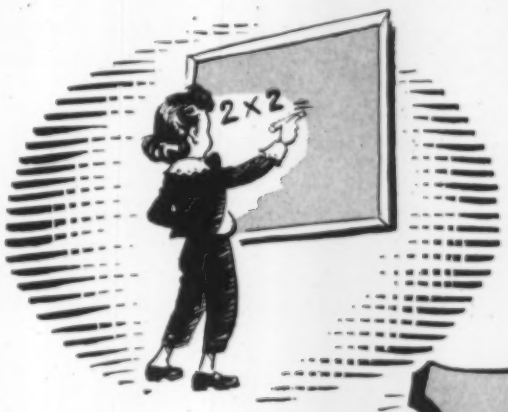
Fifteen Liberals, L. R. Beaudoin (Vaudreuil-Soulanges); E. O. Bertrand (Prescott); Pierre Gauthier (Port Neuf); J. G. L. Langlois (Gaspe); A. Laurendeau (Berthier-Maskinonge); John W. Maloney (Northumberland, N. B.); Ralph Maybank (Winnipeg South Centre) chairman last year; J. J. McCann (Renfrew South) Minister of National Revenue; J. P. Mullins (Richmond-Wolfe); George E. Nixon (Algoma West); Roch Pinard (Chambly-Rouville); Wm. A. Robinson (Simcoe East); Tom Reid (New Westminster); T. H. Ross (Hamilton East); R. H. Winters (Queens-Lunenberg). Six Conservatives, J. G. Diefenbaker (Lake Centre); D. M. Fleming (Toronto-Eglinton); E. Fulton (Kamloops); J. T. Hackett (Stanstead); D. G. Ross (Toronto-St. Paul); A. L. Smith (Calgary) Three Co-operative Commonwealth Federation, M. J. Coldwell (Rosetown-Biggar); E. L. Bowerman (Prince Albert); R. R. Knight (Saskatoon). One Social Credit, E. G. Hansell (McLeod).

Shirer Plans Book

WILLIAM L. SHIRER, whose recent dramatic resignation from CBS attracted national attention, is currently working on his new book, *Notes After Berlin Diary*, it was learned last week. Mr. Shirer expects to enter a hospital in a few weeks for an operation and after his recuperation he expects to return to radio commentary.

On The Air
Atlanta's New WBGE

MIKE BENTON, President
MAURICE COLEMAN, General Manager



NRI Facts

WGN has more listeners* in the NRI Chicago station area between 6:00 a.m. and 12:00 noon than any other Chicago station.

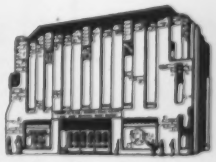
*Families listening a minimum of six minutes per week.

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

COUSIN KATEY says:

Dear Cousin:

Well, just look at me, cuz. And here I thought I was a real seasoned rider! That horse and I got together all right . . . but never at the right time! Oh well, up and at 'em. Guess I'll have to do my KTSA listenin' standing up for a few days . . . but I do declare, it's sure nice to have such swell entertainment these nights. You know, cousin. On Monday, it's "Radio Theater." On Tuesday, "That Man" Godfrey! And so on. I just get such a contented and springfever-like feeling! We all are sure gettin' Fiesta-minded down here. You know, it begins next week. Sure wish all you folks could come down and dress up in Frontier clothes like we all do. Got a grand rodeo this year and also, of course, KTSA will broadcast the Battle of Flowers Parade. Everybody from miles around will flock to town, 'cuz sure-nuff, San Antonio's the center of South Texas, and KTSA's the center of San Antonio. Till next time, now, hasta la vista. (That means "so-long," cousin.)

Love and kisses,

Your Favorite Cousin
Katey Essay

KTSA
SAN ANTONIO
550 ON THE DIAL - 5000 WATTS Is.
AFFILIATED WITH
TAYLOR - HOWE - SHOWDEN Radio Sales
CBS LSC

SPONSORS

BULOVA WATCH Co., New York, is starting campaign to advertise new "Her Excellency" watch, to be released to jewelers May 7. Radio will be used. Agency: Biow Co., New York.

BRISTOL-MYERS Co., New York, will introduce new brushless shaving cream, Benex, on its three network shows, "Mr. District Attorney," NBC, "Break The Bank," ABC, and "The Alan Young Show," NBC, beginning June 1. Agency: Doherty, Clifford & Shenfield, New York.

GILLETTE SAFETY RAZOR Co., Boston, will sponsor CBS broadcast of Kentucky Derby, May 3, 6:30-7 p.m. Agency is Maxon Inc., New York.

RINGLING BROS. and BARNUM & BAILEY CIRCUS, New York is currently placing between 50 and 60 spot announcements weekly on 11 New York City stations. Campaign began in mid-March and will continue until May 11. Agency: Seidel Adv., New York.

CLARK T. AMES, vice president of Philip Morris & Co., New York, has been appointed vice president in charge of production of firm, in which capacity he will supervise production in company's factories in Richmond, Va., Louisville and London.

CERVECERIA TECATE S. A., Tecate, S. de R. L., Mexico (Tecate beer), May 1 starts spot announcement schedules in nine major Western markets. Contracts are for 10 weeks. Agency: Foote, Cone & Belding, Los Angeles.

ZEEMAN CLOTHING Co., Los Angeles (apparel chain), has appointed C. Evers Whyte Agency, that city, to handle regional advertising effective April 15. Radio will continue to be used.

WESTERN STATES PAINTING Co., Los Angeles (paint), has appointed Allied Adv. Agencies, that city, to handle regional advertising. Radio will be used.

RICHARD M. WAGNER, former personnel manager of General Seafoods Unit of General Foods Corp., Gloucester, Mass., has been appointed personnel manager of that unit at firm's Boston fish pier plant.

M. H. STRAIGHT has been named sales promotion manager of Plough Inc., Memphis (St. Joseph Aspirin), and **FRANK G. MORRIS** has been appointed manager of company's sales and advertising control.

ROCKWOOD & Co., New York (chocolate products), has appointed Campbell-Ewald Co., New York, to handle advertising. Firm is using participations on women's programs in 40 cities throughout the country.

PFEIFERS OF ARKANSAS, Little Rock, Ark. (department store), has appointed Robert T. Scott & Assoc., that city, to handle radio account. Plans call for expansion in radio with heavy spot schedule on four Little Rock stations.

EMMRICH COFFEE Co., Portland, Ore. (coffee), is planning radio campaign on stations in Oregon and southwestern Washington. Agency: Randolph T. Kuhn Adv., Portland.

PALISADES AMUSEMENT PARK, Palisades, N. J., April 7 started for three months quarter and half-hour programs on WMCA WHN WOR and WNEW New York, and WAAT Newark, and WPAT Paterson, N. J.; also announcements on WJZ and WNBC New York. Plan to spend $35,000 to $50,000 on radio. Agency: Robert Feldman, New York.

SOON!

FOR ASHEVILLE AND WESTERN NORTH CAROLINA

Now Represented by

Headley-Reed Company

Carnegie 'Pop' Concerts Plan to Be Expanded

HENRY H. REICHHOLD, president of the Detroit Symphony Orchestra and *Musical Digest* magazine which sponsors the *Sunday Evening Hour* on ABC, has become president of Carnegie "Pop" Concerts, Inc., New York. Daniel Rybb, founder and director of the "Pop" Concerts, will continue to handle the concerts at Carnegie Hall, New York.

"Every city," according to Mr. Reichhold, "will eventually run a Carnegie 'Pop' Concerts series modeled on the New York plan." Concerts are to be backed by a national advertising and radio campaign. In addition, Kenyon & Eckhardt, New York, agency handling the ABC *Sunday Evening Hour* show for *Musical Digest*, is planning to build a light musical network show to be titled *Carnegie "Pop" Concerts*, which will be available for sponsorship.

NEWS

ROBERT ACKERLY has been named news editor of KJR Seattle, succeeding **DICK CROMBIE**, who resigned to become manager of KBRO Bremerton, Wash.

MERRIL (Red) MUELLER, manager of London Office of NBC, has been elected president of Assn. of American Correspondents in London.

CARL GRAYSON, newscaster at KALL Salt Lake City, is the father of a boy, Richard Hanlon. **JIM BALDWIN**, KALL news reporter, is the father of a girl, Kathleen Patricia.

JOHN L. (Tip) SAGGAU, formerly with WHO Des Moines, has joined WOW Omaha, as sports editor, replacing **TOM DAILEY**, resigned to join KWK St. Louis.

EDWARD de FORREST, former sportscaster with WVTM Manila, P. I., has joined KRUX Phoenix, as sports director.

DON SWIFT, formerly of UP, New York, is now news editor of CKCW Moncton, N. B.

ROSS H. BEATTY, formerly with WSOY Decatur, Ill., has joined WELM Elmira, N. Y., as sports editor.

BOB CUNNINGHAM, formerly with KIEV Glendale, Calif., has joined KSVP Artesia, N. M., as sports director.

WILSON BRADLEY, formerly with ABC Chicago, has joined news staff of WABX-FM Harrisburg, Pa.

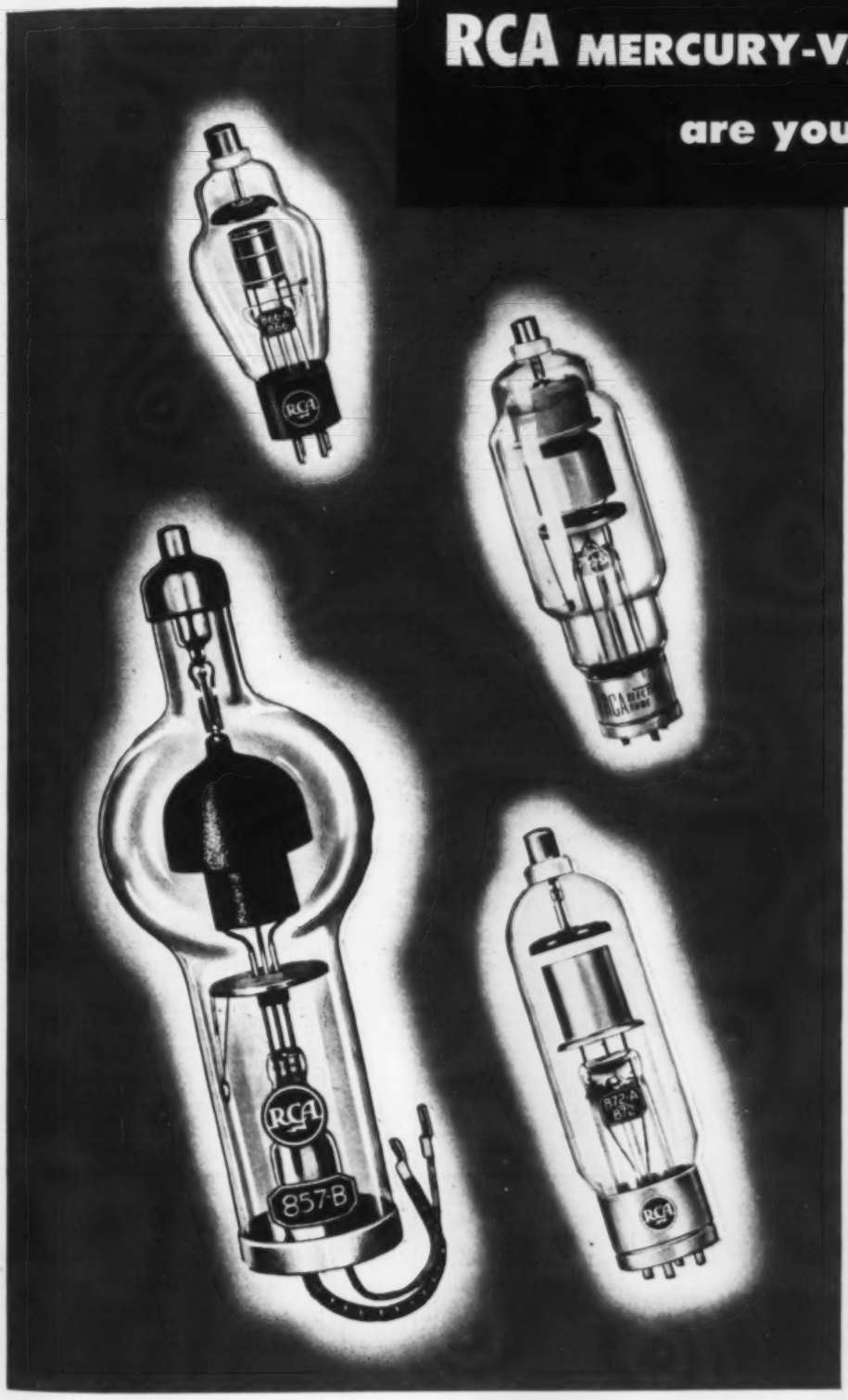
No. 1 PHILADELPHIA'S Sports Station

BIG LEAGUE BASEBALL
COLLEGE & PRO FOOTBALL
HIGH SCHOOL BASKETBALL
BIG TIME BOXING

10,000 Watts WIBG

REPRESENTED: Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

If broadcasting is your business . . .
RCA MERCURY-VAPOR RECTIFIERS
are your tubes



Low-cost operation and long, trouble-free service are basic features of RCA mercury-vapor tubes.

Continuing research and engineering make this possible. For instance, there's the 872-A/872 and the 866-A/866 . . . with design advancements that provide new freedom from disastrous arc-back, reduce tube voltage drop substantially, raise the thermal efficiency of cathode coatings materially. And there's the 575-A and the 673 with their enclosure-type, zirconium-coated anode . . . improved designs that minimize bulb bombardment and increase anode heat dissipation.

RCA has a complete line

Whether your operation calls for high-power rectifiers like the 857-B and the 869-B . . . for medium-power rectifiers like the 872-A/872, 8008, 575-A, and 673 . . . or for low-power rectifiers like the 866-A/866 and 816 . . . buy RCA tubes. They're backed by a company that leads the way to better tubes at lower cost . . . through increased production, greater manufacturing efficiency, improved quality control.

For information on any RCA tube, write RCA, Sales Division, Section P-36C3, Harrison, New Jersey.

RCA Laboratories, Princeton, N. J.

THE FOUNTAINHEAD OF MODERN TUBE DEVELOPMENT IS RCA

TUBE DEPARTMENT

RADIO CORPORATION of AMERICA

HARRISON, N. J.

AGENCIES

NORTON W. MOGGE, former vice president and Los Angeles manager of J. Walter Thompson Co., and JOHN A. PRIVETT Jr., also formerly associated with that agency as account executive, have established own agency under firm name of Mogge-Privett Inc., with offices at 609 S. Grand Ave., Los Angeles. Telephone is Madison 6-4487.

JOHN S. DAVIDSON, former vice president of Federal Adv., New York, has been appointed vice president and account executive at Campbell-Ewald Co., New York. Mr. Davidson previously was radio director of J. M. Mathes Inc., Young & Rubicam and Ruthrauff & Ryan, New York, respectively.

Mr. Davidson

KENNETH E. MARKEL, formerly with production department of Young & Rubicam, Chicago, has joined J. R. Pershall Co., Chicago, as production manager.

HERBERT S. LAUFMAN, former Western advertising manager for Cowan Publishing Corp., Chicago, has joined Weiss & Geller, Chicago, as traffic manager.

JAY HANNAH, has joined Hannah Adv., San Francisco, as production manager.

HERMINA LUKACSY, former timebuyer of Foote, Cone & Belding, New York, has joined Raymond R. Morgan Co., Hollywood, as media director.

MERTON L. BOONE, former partner in Boone Bros., Portland, Ore. (window display firm), has joined Adolph Bloch Adv., Portland, as production manager.

ROY GANNON and MARY RUSSELL have joined Searcy Adv., Portland, Ore., as account executives.

McCRAE J. COOPER, former manager of Toronto and Kelowna, B. C., offices of Canadian Adv. Agency, has been appointed manager of agency's main office in Montreal.

FRANK CAPKA, of CBS Hollywood continuity staff, has resigned to join WILLIAM KENNEDY and ALEXANDER DUKE in new local advertising agency, Capka, Kennedy & Duke Adv., with offices at 6612 Sunset Blvd. Telephone is Hillside 4761.

ROLAND E. JACOBSON, account executive with Buchanan & Co., New York, has been appointed manager of agency's Los Angeles office, succeeding ROBERT LEE, resigned [BROADCASTING, March 31].

DORING & SCHMITT, New York, has moved to permanent offices at 400 Madison Ave.

HAROLD D. WHITE, account executive with Kirk B. Shivell Inc., Ridgewood, N. J., has been named vice president and general manager.

ROBERT F. HAMILTON, former media director of Geyer, Cornell & Newell, New York, has been appointed media director of Ellington & Co., that city.

JIM CHRISTOPHER, formerly with Foote, Cone & Belding, New York, has joined Los Angeles office of Brisacher, Van Norden & Staff.

MELINA PALMER, former copywriter at J. Walter Thompson Co., New York, has joined Walter Weir Inc., New York, in same capacity.

PAUL CAREY, former copywriter at Walter Weir Inc., New York, has joined Federal Adv., New York, in same capacity.

SYDNEY RUBIN, former vice president and account executive at Emil Mogul Co., New York, has been appointed associate radio and television director of Lester Harrison Inc., New York.

RAYMOND SCHOONOVER, former copywriter with American Trade Publishing Co., New York, has joined Frank Best & Co., New York, in same capacity.

ROBERT H. SILL, former account executive at Alfred J. Silberstein-Bert Goldsmith Inc., New York, has been appinted media director of agency.

ROG LAMBERT, former assistant publicity director of Consolidated Amusement Co., Honolulu, has joined Beam & Milici agency, Honolulu, as radio director. Mr. Lambert formerly was in radio in Omaha, Neb., and later was staff announcer on KGU Honolulu.

MALCOLM D. REYBOLD Jr., former head of marketing and merchandising department of Foote, Cone & Belding, Chicago, has joined Compton Adv., New York, as an account executive.

IRWIN VLADIMIR & CO., New York, has appointed associate agencies in Italy, Portugal, Philippine Islands, China, Hawaii, Peru and Mexico.

JAMES B. HILL, radio writer and producer for Brooke, Smith, French & Dorrance, Detroit and New York, has been appointed director of radio for agency's Detroit division. He formerly was with Ralph Jones Agency, Cincinnati.

Mr. Hill

CHARLES H. GEHNRICH, formerly with Hicks & Greist, New York, and Bermingham, Castleman & Pierce, that city, has joined Fuller & Smith & Ross, New York, as associate account executive.

ADOLPHE WENLAND & Assoc., Los Angeles, has moved to larger quarters in Hollywood Roosevelt Hotel Bldg. Telephone is Hillside 1176.

RICHARD B. ATCHISON, president of R. B. Atchison Adv., Los Angeles, is in Texas for 10 days on client business.

LEONA D'AMBRY, head of radio department and timebuyer of Hillman-Shane Inc., Los Angeles, resigns effective April 15 and goes to New York for month's vacation.

WILLIAM D. CAREY, Hollywood freelance lyricist, has joined creative department of John F. Whitehead & Assoc., Los Angeles.

CONDON CO., Tacoma, Wash., has been elected to membership in American Assn. of Adv. Agencies.

FRANK J. CARTER, former vice president in charge of Los Angeles office of Grant., Adv., has joined Pacific National Agency, Seattle, as account executive.

SHIRLEY MERRILL, former publicity and promotion worker for the Red Cross, has joined publicity and promotional department of Ellington & Co., New York.

ROBERT E. McKEAN, former production manager of Sherman K. Ellis & Co., New York (now La Roche & Ellis), has been appointed production manager at Walter Weir Inc., New York.

LT. COL. FARISH A. JENKINS, assistant account executive at McCann-Erickson, New York, has been assigned to the 833rd Field Artillery Battalion, Organized Reserve, New Rochelle, N. Y., as unit commander.

RICHARD KREUZER, formerly with Albert Frank-Guenther Law, San Francisco, has joined production staff of Kudner Agency, that city.

WALTER H. CONWAY, copy writer, formerly with Garfield & Guild, San Francisco, has joined Leon Livingston Adv., that city. JAMES MILTON, account executive at Livingston, has been transferred to firm's New York office.

SIDNEY ENGLE, former account executive at Cromwell Adv., New York, has joined Raymond Adv., Newark, N. J., in same capacity.

ANTHONY CALANESE, of Buchanan & Co., New York, production department for eight years, has been appointed production manager of agency.

JAN NEWELL, formerly in CBS Hollywood sales department for three years, has joined The Tullis Co., Hollywood, as traffic manager.

RUTH BRANCHOR, former copywriter at Hirshon-Garfield, New York, and SHERRY KIERAN, formerly in publicity department of Worth Perfumes, New York, have joined Ray Austrian & Assoc., that city, in similar capacities.

BARRON R. PROCTER, controller of Lennen & Mitchell, New York, has been elected treasurer and member of agency's board.

G. M. BASFORD Co., New York, with main offices in Lincoln Bldg., has moved market research division to offices in Empire State Bldg.

M. G. WRIGHT, former copy chief of Guenther-Bradford & Co., Chicago, A. R. ROBERTS, formerly with Jim Duffy Co., Chicago, and ALLEM H. EMBURY, former assistant to manager of WJOL Joliet, Ill., have joined Christiansen Adv., Chicago.

JOHN F. CAMERON, former copy writer at Duane Jones Co., New York and Federal Adv., that city, has joined Lennen & Mitchell, New York, in similar capacity.

CORNWELL JACKSON, vice president in charge of J. Walter Thompson Co., Hollywood office, April 15 arrives in New York for seven day conference with home office executives on summer replacement and fall program plans.

Toe-hold in Radio

LEE EDWARDS, former announcer at WOWO Fort Wayne, Ind., is finding out about life on the other side of the microphone now that he has become a manufacturer and advertiser himself. Mr. Edwards is co-inventor of a moulded-rubber cover worn over feminine toes in open-toed shoes and sold under the firm name of Snubbers Inc. Thomas J. Pickley & Associates, Chicago, will map an advertising campaign to introduce the product in the Ohio market as a starter. Radio will be used, of course.

Buy WAYS

the ABC and Mutual Station
For a hard hitting sales job
In the Charlotte Market
(Largest City in the Carolinas)

WAYS 610 KC CHARLOTTE, N. C.

Now! 5000 WATTS DAY 1000 WATTS NIGHT . .

WEED & COMPANY, National Representatives

"WHO'S ON SECOND"

We'll have the answer to that question every day during the baseball season, when WNEB will carry the Boston Red Sox and Boston Braves games in Worcester.

Another thing about second—that's where we rate in Worcester . . . second place in the Hooper Index for January-February, for total rated time periods. Big-league time buyers take notice! See our reps for facts, figures and availabilities.

WNEB

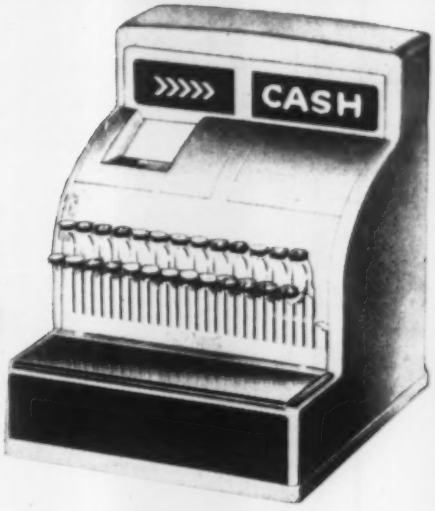
Worcester *Massachusetts*

New England's Third Largest City

Adam J. Young Jr., Inc. and Kettell-Carter, Representatives

It Doesn't Mean A Thing Unless It's Got That Ring

The original sale is wonderful
ring one for that
cash register



BUT...

it's that second ring—the repeat business on the original sale—that makes real profit.

That's why WHHM is bringing in the business for our advertisers. We know they're getting results . . . for we have only to look at our high rate of renewals —we also know those results are healthful—for our beautiful Hoopers are ever on the rise.

MORE LISTENERS PER DOLLAR IN MEMPHIS

The spot for your spots is

WHHM

RINGS THE BELL FOR SALES

MEMPHIS, TENNESSEE

Represented by
FORJOE & CO.

DETROIT'S LEADING INDEPENDENT STATION

WJBK

DYNAMIC
DETROIT'S
LEADING
INDEPENDENT
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ACTION!
WJBK
•
VALUE!
. . . WJBK
•
RESULTS!
. . . WJBK
•
STATION WJBK
Carries more national advertising . . . does a larger dollar volume . . . than any other 250 watt station in this area.

WJBK
JAMES F. HOPKINS, INC.
CURTIS BUILDING
DETROIT 2

WMAQ Chicago Quietly Observes 25th Anniversary With Half-Hour Program

WMAQ, NBC Central Division station in Chicago, 25 years old yesterday (April 13), quietly observed the silver anniversary with a half-hour program featuring its own talent.

The program, presented 3:30-4 p.m., featured music by WMAQ staff orchestra directed by Joseph Gallichio, and transcribed greetings from former NBC Chicago talent including Amos 'n' Andy and Fibber McGee and Molly.

In the 25 years WMAQ has served Chicago it also has served as a springboard to fame for some of radio's best known personalities. It was on WMAQ, Jan. 28, 1928, that Wayne King made his first broadcast from the Trianon ballroom. Ed Wynn made his initial broadcast on WMAQ Oct. 22, 1922. Vincent Lopez, Phil Baker and Fred Waring and his famed Pennsylvanians are among others who entered radio via the station.

Notable 'Firsts'

WMAQ first went on the air April 13, 1922, with Miss Judith Waller, now NBC Central Division public service director, as manager. The station has achieved a number of notable "firsts" in the industry. It introduced the first children's program (*Hearing America First*); the first educational program, a talk by a University of Chicago professor on astrology; the first play-by-play major league baseball broadcast, April 20, 1925; the first football broadcast, Oct. 3, 1925, and the first transoceanic news broadcast, Dec. 4, 1928, when John Gunther, then a *Chicago Daily News* correspondent in London, reported on the condition of the late King George V who was seriously ill.

WMAQ also was the only Chicago station to carry the first broadcast of a presidential inaugural address when Calvin Coolidge was sworn in as president, March 4, 1925.

Six months after WMAQ was dedicated its power was increased to 500 watts and in 1925 to 1 kw. Power again was increased in 1928 to 5 kw and in 1935 to 50 kw.

AFM FREE CONCERT FEES TO GO TO LOCALS SOON

BROADCASTERS, through fees on recording and transcriptions paid to James C. Petrillo's AFM, will be anonymous patrons of $1,700,000 worth of free concert this summer following the AFM president's announcement April 2 in Chicago that all locals would shortly receive their share of the "contribution."

Petrillo said that funds collected up to last Dec. 31 would be distributed on a basis of $10.43 for each member of locals with less than 5,000 members while larger locals would receive only $2 for each member over that amount. Chicago's local 10 was due to receive $64,000, with New York getting $90,000 and Los Angeles $60,000.

All plans of AFM locals for the free concerts are subject to approval by the international union or Petrillo. The AFM president said he anticipated "collecting" $2,500,000 in royalities this year to be spent in 1948 on free concerts.

WOR COMMENTATOR BESSIE BEATTY, 61, DIES

BESSIE BEATTY, 61, WOR New York women's commentator, and former editor and newspaper correspondent, died of a heart attack April 6 at the home of friends in Nyack, N. Y. Miss Beatty, in private life the wife of actor William (Bill) Sauter, had conducted a five-weekly women's program 10:15-11 a.m.

As a tribute to Miss Beatty, WOR presented a special memorial program last Monday in her regular broadcast period. Participants included her husband; Harry Hershfield; Dorothy Thackrey, publisher of the *New York Post;* Alfred J. McCosker, MBS board chairman; Ferdinand Bruckner, playwright; Walter Hampton, actor, and Martha Deane, who is scheduled to leave her afternoon spot to replace Miss Beatty on the morning show.

Miss Beatty in 1943 won the radio award of the Women's International Exposition of Arts and Industries because of her efforts to promote the idea of unity among the United Nations.

Now on ABC

THE NANCY CRAIG program, *Woman of Tomorrow*, currently heard on WJZ New York, effective April 14, becomes a five times weekly ABC cooperative program. The show will continue to be heard Mon. through Fri., 12:35-1 p.m.

All Keyed Up

WHEN announcer Roy Hansen of WDRC Hartford, went calling with his *Market Basket* program at a Glastonbury, Conn., home last week, the lady of the house was obliging but the front door key wasn't. Assistants Roy and Eleanor Nickerson, equal to the occasion, carried the microphone through a front window and into the living room. After that it was easy.

New Sales Training Seminars Arranged

FRED A. PALMER, president of the Fred A. Palmer Co., Cincinnati, has announced a series of radio sales training seminars as a result of the "enthusiastic approval" of radio men of the first such conclave in Cincinnati last February.

According to Mr. Palmer, plans have been completed for seminars in Dallas, Tex., April 28-30; Atlanta, Ga., May 26-28, and San Francisco, June 16-18. Two additional seminars are scheduled for later in the year, probably in Minneapolis and New York.

R. H. Fleming, vice president of the Palmer company and director of sales training activities, says the seminars will follow the general format used in Cincinnati, with morning sessions of lectures and demonstrations by industry experts followed by small clinic groups handling actual selling problems in the afternoons.

Radio men invited to conduct the various sessions include Don Davis, president of WHB Kansas City; Charles C. Caley, executive vice president of WMBD Peoria, Ill.; Frederic W. Ziv, of the Fred W. Ziv Co., Cincinnati; Fred A. Palmer; Robert D. Enoch, general manager of WTOK Oklahoma City; Clark A. Luther, manager of KFH Wichita; Dudley Saumenig, sales manager of WIS Columbia, S. C.; Royal Penny, of the Paul H. Raymer Co., Atlanta, and Barron G. Howard, business manager of WRVA, Richmond.

Serving California's
TWO GREAT MARKETS
KYA ★ KLAC
SAN FRANCISCO LOS ANGELES
Represented by
ADAM J. YOUNG JR., INC.
NEW YORK • CHICAGO

MIGHTY OAKS don't just happen

THEY GROW

from good little acorns

Du Mont's new "Acorn Television Package" perfectly illustrates the adage "Mighty Oaks from Little Acorns Grow." Du Mont's Unit Construction offers the key to progressive, economic television growth. It offers savings of up to 64% over earlier estimates for building commercial television broadcast stations. And permits expansion in keeping with programming needs. Yes, Du Mont, with 15 years of "television know how"—which includes building more television stations than any other company—now makes it possible for you to start your television station *without huge investment.* May we tell you more? Wire or telephone today . . . ask about the Du Mont "Acorn Television Package."

DUMONT *First with the finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY.

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PROGRAMS

WEEKLY commentary of Harold L. Ickes, former Secretary of Interior, heard on WGAY Silver Spring, Md., Tues. 5:30 p.m. [BROADCASTING, Feb. 24], will be transcribed and sold to other stations, starting in about 10 days. Ed Hart & Assoc., Washington, will handle distribution of package show. Using facilities of U. S. Recording Co., Washington, Hart Assoc. will transcribe program and mail it out Tuesday night to other outlets. Format of Mr. Ickes' broadcast, sponsored on WGAY by local Chevrolet dealer, has been changed from straight commentary to include "Keep the Record Straight Department" and sign off with open letter to some figure in news.

Matrimony Series

IMPORTANCE of sensible approach to matrimony to promote successful marriages is being featured in series of six weekly programs on Dominion Network from Toronto. "What About Your Marriage" talks are being presented by a doctor, cleric, psychiatrist, marriage counsellor, lawyer and social worker.

In Honor of Booker T.

DEDICATED to the life, work and memory of Booker T. Washington, "The Second Mr. Washington" program was presented over WTOP Washington last Monday, 10:30 p.m. Special documentary show was timed to coincide with birthday of Mr. Washington, April 5. Title role was played by Gordon Heath, star of Broadway play, "Deep Are the Roots." Cast of 12 actors was supplemented by Howard U. choir. Entire production was written, produced and directed by Harold Azine, WTOP producer.

Airs Opera

BROADCAST of entire performance of "Carmen," with all-amateur cast from Utah State Agricultural College, March 6 was presented on KVNU Logan, Utah. Performance was annual operatic production of College's music department, under direction of Professor Walter Welti. Station reports very favorable acceptance of broadcast.

'Amateur Disc Jockey'

AMATEUR record m.c.'s are presented on "Amateur Disc Jockey Show," new Saturday feature on WJW Cleveland. Conducted by Walter Kay, WJW announcer, show features contestants in stations contest to pick Cleveland's "top amateur disc jockey." Contestants, who must be over 16 years old, submit names of three records and 400 word script for 15 minute record show. Three contestants are selected each week to appear on show. Weekly winners will compete in finals in June, and July 5 top winner will be presented with GE radio-phonograph. Record album is awarded to each contestant appearing on air.

Authors Quizzed

LITERARY puzzlers and questions prepared by high school English students are presented to guest authors on "Let's Balance the Books" show, scheduled to start April 13 on WNEW New York. Aired Sun. 6:35-7 p.m., show features Louis Untermeyer, author, as moderator. Guest authors are sent questions in advance which they attempt to answer on show. Program is presented in cooperation with editors of Saturday Review of Literature. Students who submit questions used on broadcast receive subscriptions to the magazine as awards.

Artistic Ability

DESIGNED to encourage and develop artistic ability among children from 5 to 12 years of age, new "Sketch a Song" prgram has been started on WTAG Worcester, Mass. A song is played and title given, from which each child is asked to make a sketch of whatever the music suggests to him. Weekly prizes are awarded to children sending in best drawings. Prizes are provided by Lobel Youth Center, sponsors of "Sketch a Song."

Man on the Street

MAN on the street show at WHBQ Memphis has added a new twist. Broadcast daily, show is transcribed and played back the following morning to permit participants to hear themselves on the air. Show is designed to promote products of local sponsors by distributing products as gifts to participants.

Veterans' Problems

INFORMATION regarding veterans' problems is presented on new series designed especially for veterans and heard on WOWO Fort Wayne, Ind. Titled "Veteran's News Roundup," show is aired Mon. 4:30-4:45 p.m. William Junk, American Legion Commander, and member of Veterans' Aid commission of Fort Wayne, conducts show, answering veterans' questions and discussing their problems.

Civic Salutes

NEWS SALUTES to towns around Eau Claire, Wis. are presented on WEAU that city by Jack Kelly, WEAU program director and news editor, on his news program aired Mon. through Fri. 6:30 p.m. Mr. Kelly broadcasts show direct from honor town as guest of a club or church, saluting town with review of activities of their churches, school, industries, etc. Following broadcast, Mr. Kelly addresses organization on subject of radio—free radio, radio news, educational radio, and radio in the public interest. Broadcasts are sponsored by Northern States Power Co., Eau Claire.

Trans-Atlantic Show

TRANS-ATLANTIC broadcast of "Junior Town Meeting of the Air" program on WSM Nashville, April 16 will be carried simultaneously by BBC and WSM at 12:45 p.m. (CST). Broadcast will be sponsored jointly by WSM and local morning newspaper, Tennessean. Students from Nashville and London will discuss subject "Is Nationalism Wise Today?" Following talks, which students will prepare, an open forum will be held allowing British and American children to ask extemporaneous questions of each other. "Junior Town Meeting of the Air" normally is transcribed during week at one of Nashville's schools and rebroadcast on WSM, Sat. 10:15 a.m.

Youth Discussions

CURRENT problems of local, state and federal governments are discussed from youth's standpoint on "The Voice of Tomorrow" program over KOME Tulsa, Okla. Series is presented by Tulsa Junior Chamber of Commerce. Four contestants present talks on current topic and three school officials act as judges. Local merchants contribute prizes to be awarded to those selected as having given superior talks.

Local News

STRESSING local news, new series titled "California, Final Edition" has been started on KQW San Francisco. Show is devoted to news coverage of San Francisco Bay area exclusively and presents news, feature stories and sports.

Centennial Anagrams

CENTENNIAL anagrams contest is feature of "The Something for the Ladies" daily show on KDYL Salt Lake City. Emerson Smith and Kay Richins, conductors of show, announce a word well known in Utah history and award prizes for persons who submit greatest number of other words made by scrambling original letters. In addition to daily prizes, once a month special word is announced and special grand prize of vacuum cleaner is awarded.

Vocational Guidance

VOCATIONAL guidance is keynote of new series over WGAC Augusta, Ga. Titled "Choosing Your Profession," series is directed to graduating seniors of high schools and colleges. On each

HAROLD L. ICKES

Now Available on Records

Sponsorship or Sustaining Basis

WHAT ICKES SAYS MAKES SENSE—MAKES NEWS!

Write, Wire, or Telephone for Audition Disc

EDWARD HART & ASSOCIATES

Washington Radio Productions

1737 H STREET, N. W. REPUBLIC 4312 WASHINGTON 6, D. C.

PRESIDENT of WOR New York, Theodore C. Streibert, helps "The Answer Man" celebrate his tenth year on the air in an anniversary broadcast. Mr. Streibert (at the WOR microphone) proved an expert on the subject of radio and especially knowledgeable on the subject of WOR.

program a prominent citizen outlines advantages or disadvantages of entering his particular field.

Health Features

ARLINGTON County Medical Society and WARL Arlington, Va., have started two new cooperative series in the interest of better health. First series, "Keeping Your Baby Well," is heard Wed. 2:45 p.m. The second, "Why Worry?" is broadcast Sat. 9:45 a.m. Both are under direction of Dr. W. W. Bauer, director of Bureau of Health Education of the American Medical Assn.

Lady Record M.C.

RECORD show titled "Spinnin' and Chinnin' with Miss Candy Caine" is latest presentation of KMYR Denver. Kathleen Lanigan was appointed record m.c. for show, and station staged contest for "renaming" Miss Lanigan. Table model automatic radio-phonograph combination was awarded to winner who submited name of "Candy Caine" for station's only lady record m.c.

Travel Series

COMPLETE INFORMATION on outgoing and incoming bus, train and plane schedules is presented daily at 8:15 a.m. on "Your Radio Travel Bureau" program on CJOC Lethbridge, Alta. Weather forecasts, temperatures, road conditions and other pertinent data of value to travellers also is given on program produced by Johnny Russell, as public service feature of CJOC.

Historical Review

OBSERVING sesquicentennial celebration of Steubenville, Ohio, scheduled for first week in July, weekly historical series has been started on WSTV that city. Each program reviews history of one of city's institutions, organizations, or industries. Show also includes discussion of some phase of the city. Aired Sun. 2:15 p.m., series uses "Beautiful Ohio" as theme song.

Juvenile Delinquency

COURTROOM reenactments of actual local juvenile delinquency cases and their disposition are presented on "Youth on Trial" program on WGH Newport News-Norfolk, Va. Program emphasizes theme "this could happen to your children" and suggests means of preventing recurrence of situations presented on broadcasts. Names of offenders are omitted but all other circumstances surrounding actual juvenile crimes are discussed.

'Movies for Small Fry'

CARTOON films are featured on "Movies for Small Fry" show on WABD New York, Du Mont video station. Show is presented Tues. 7-8 p.m. and offers, as additional attraction, home movies of "small fry" sent in by members of audience.

T-Men Activities

TO ACQUAINT public with activities of T-Men, special agents of U. S. Treasury Dept., new series titled "Treasury Agent" has been started on ABC. Aired Mon. 9-9:30 p.m., series presents in dramatic form, in separate weekly episodes, methods used by T-Men in apprehension of law-breakers and activities in crime prevention. "Treasury Agent" features Elmer Lincoln Irey, retired Chief Coordinator of all law enforcement agencies in Treasury Dept.

Canadian Tax Feature

WEEKLY PROGRAMS during April are being aired on Trans-Canada network by Toronto accountant L. J. Smith on "How To Prepare Your Income Tax," in connection with Canadian Income Tax returns which must be filed April 30. In addition to telling how to make out tax forms, Mr. Smith also discusses tax changes during past year.

Civic Discussions

ROUND TABLE discussion of civic problems is presented on new series titled "It's Our Government" on WQQW Washington. Series started April 10 and will be aired each Thursday until May 1. Sponsored by League of Women Voters of the District of Columbia, series features panel of League members in discussion of current civic problems.

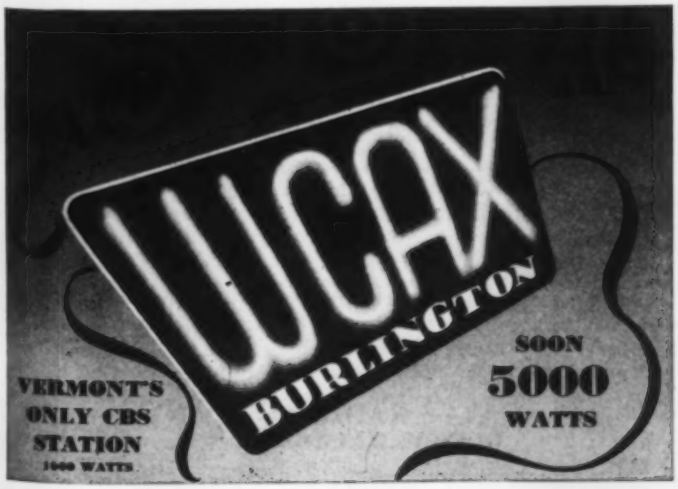
Interviews Chefs

CHEFS from Miami's leading hotels are interviewed in their kitchens on "Woman's Page" program over WQAM Miami. These famous chefs discuss many of their secrets in preparation of fine foods. Copies of recipes presented on show are sent to listeners upon request by Alaine Powell, conductor of "Woman's Page." Recipes given are designed for average family which enables listeners to experiment in preparation of foods made famous by leading hotels.

Gardening Hints

HINTS for amateur gardeners are presented on "Good Gardening," new Sunday show started on WWDC Washington. Program is conducted by Noel D. Smith, chief gardener of National Gallery of Art, Washington. Mr. Smith discusses timely gardening subjects and answers questions from listeners.

ABC program "This is Your FBI" April 11 started broadcasting from Hollywood for an indefinite period. Show is sponsored by Equitable Life Assurance Society of U. S., New York, through Warwick & Legler, New York.



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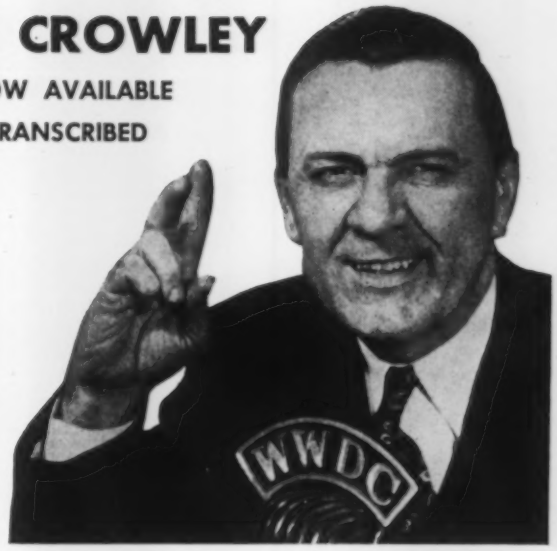


Entertaining ½ Hour Radio Bible Quiz
Has 6 Years of TESTED Family Appeal

If you seek a half-hour feature of real worth, challenging to the radio audience, wholesome, unique in the quiz field, QUIZSPIRATION meets all requirements. Dale Crowley, renowned Radio Minister, author of the program, demonstrates that the Bible is a rich source of human interest, tapping every field of human knowledge.

QUIZSPIRATION has been acclaimed by radio listeners, Congressmen, religious leaders—and just plain folks who enjoy good entertainment. It is adapted to public service programming—or for sponsorship by an alert advertiser.

With 6 years of mounting popularity in the Nation's Capital, QUIZSPIRATION is a tested, *proved* program, good-humored, non-sectarian.

FACTS ABOUT QUIZSPIRATION:

- *Unrehearsed contest between competing groups selected from churches, colleges, Congress, youths, adult Bible classes, the general public.*
- *Questions, based on the Bible, are selected each week from hundreds sent in by listeners, only factual questions, free of controversy, are used.*

FOR COMPLETE DETAILS—AND AN AUDITION TRANSCRIPTION—WRITE

DALE CROWLEY PRODUCTIONS

BOX ONE WASHINGTON, D. C.

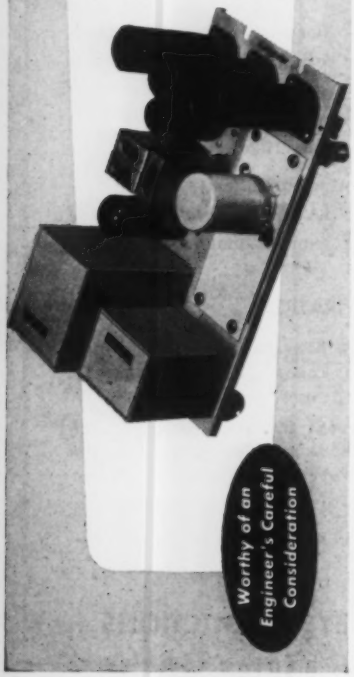
PROGRAM AMPLIFIER by Langevin . . .

The Langevin 102-A program amplifier is a two stage fixed gain unit which meets all requirements for FM.

This compact, dependable amplifier provides +28 dbm output level and has a frequency characteristic of ±1 db over the range 30-15,000 cycles. Operating from input impedance of 250 or 600 ohms, this unit has a normal gain of 55 db with provisions for decreasing to 45 or 35 db. The output impedance is 150 or 600 ohms.

Complete specifications on this quiet, low distortion amplifier can be obtained by writing to Department C-1.

The Langevin Company
INCORPORATED
NEW YORK: 37 W. 65 St., 23 • SAN FRANCISCO: 1050 Howard St., 3 • LOS ANGELES: 1000 N. Seward St., 38



Worthy of an Engineer's Careful Consideration

ACTIONS OF THE FCC

APRIL 4 TO APRIL 10

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

April 4 Decisions . . .

BY THE COMMISSION

Announced proposed amendments to rules governing commercial radio operators to eliminate existing requirements of oral and written examination of applicants for restricted radiotelephone operator permits and to substitute therefor requirement that such applicants shall certify in writing to certain allegations of fact bearing upon qualifications for such permit.

BY COMMISSION EN BANC

AM—1340 kc

The Southeast Colorado Bcstg. Co., Lamar, Col.—Granted CP new station 1340 kc 250 w unl.

AM—1400 kc

WBIZ Inc., Eau Claire, Wis.—Granted CP new station 1400 kc 250 w unl.; engineering cond.

AM—600 kc

Blackstone Bcstg. Co., Inc., Tyler, Tex.—Granted CP new station 600 kc 500 w D; engineering cond.

AM—790 kc

Western Plains Bcstg. Co. Inc., Colby, Kan.—Granted CP new station 790 kc 5 kw D; engineering cond.

Transfer of Control

KDIX Dickinson, N. D.—Granted consent to transfer of control over Dickinson Radio Assn., permittee of KDIX, from four individual transferors to seven new individuals changing number of stockholders from four to eight.

AM—860 kc

KOAM Pittsburg, Kan.—Granted mod. CP for increase in D power from 5 to 10 kw, operating on 860 kc 5 kw-N; engineering cond. (Comr. Durr voting for hearing).

SSA—Extended

WNYC New York—Granted extension of special service authorization for period of six months or until final determination in clear channel hearing.

AM—1050 kc

Chippewa Valley Radio and Television Corp., Eau Claire, Wis.—Granted CP new station 1050 kc 1 kw D; engineering cond.

AM—1560 kc

Coshocton Bcstg. Co., Roscoe, Ohio—Granted CP new station 1560 kc 1 kw D; engineering cond.

Conditions Changed

KFQD Anchorage, Alaska—Adopted memorandum opinion and order denying petition for reconsideration directed against Commission's action of Jan. 30 1947, granting application of Midnight Sun Bcstg. Co., and ordered that conditions to Jan. 30 grant, be changed to read: "Subject to the condition that the Midnight Sun Broadcasting Co. agrees to satisfy any complaints of inter-action resulting from the operation of the station with the operation of station KFQD at the site granted by the Commission on September 12, 1946."

Hearing Designated

Champion City Bcstg. Co., Springfield, Ohio—Adopted memorandum opinion and order denying petition insofar as it requests that Marion Radio Corp. grant be conditioned upon acceptance by it of whatever interference may result to it from operation as proposed by petitioner if its application should be granted; insofar as petition requests reconsideration of Commission action of Jan. 30, granting application of Marion Radio Corp. as amended, it is granted, and grant of Jan. 30 to Marion Radio Corp. is set aside, and that application and application of Champion City Bcstg Co. as amended for new station 1600 kc 1 kw D be designated for consolidated hearing with Marion Radio Corp. application.

AM—1250 kc

Universal Radio Features Syndicate, Laguna Beach, Calif.—Granted petition to reinstate application on basis of amendment filed concurrently with said petition, to specify 1250 kc instead of 900 kc, with 250 w unl.; accepted said amendment and ordered application as amended, placed in temporary pending file until May 1, in accordance with Commission's temporary expediting procedure.

AM—730 kc

Columbia Basin Bcstg. Co., Ephrata, Wash.—Accepted for filing as of Feb. 7 application for new station 730 kc 250 w D as original defect has been remedied.

Petition Denied

WMOA Marietta, Ohio—Adopted memorandum opinion and order denying petition for reconsideration, and supplement thereto, directed against Commission's grant of Jan. 23 of application of Parkersburg Co.; and ordered that WMOA's application to move from Marietta, Ohio, to Parkersburg, W. Va., and to operate on 1260 kc 1 kw unl. DA, be dismissed without prejudice.

AM—900 kc

WAND Canton, Ohio—Granted application for approval of ant. to mount FM ant. on top of AM tower, to increase power from 250 w to 500 w D, change type trans. and for approval of trans. site.

Modification of CP

WMCK McKeesport, Pa.—Granted mod. CP make changes DA-N.

AM—720 kc

Seminole Bcstg. Co., Wewoka, Okla.—Rescinded and placed in pending file pending decision on 30 kc case, grant made March 30 for new station 720 kc 250 w D.

Request Denied

Columbia Bcstg. System, New York—Denied request that Commission rescind Sec. 3.103 of Rules, which limits term of affiliation contracts between broadcast licensee and network to two years but permits entering into agreement for affiliation within 6 months prior to commencement of contract.

BY COMMISSIONER JETT

Balboa Radio Corp., San Diego, Calif.—Granted petition for leave to amend application for FM station to specify new trans. site etc.

KONO San Antonio, Tex.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

Alexandria Bcstg. Corp., Alexandria, Minn.—Same.

San Fernando Valley Bcstg. Co., San Fernando, Calif.—Granted petition for leave to amend application to show amended articles of incorporation etc.

KONO San Antonio, Tex.—Granted petition for leave to amend application to show revised DA.

Carolina Bcstrs., Anderson, S. C.—Granted petition for waiver of rules and accepted petitioner's written appearance in re application.

The Alton Bcstg. Co., Alton, Ill.—Granted petition to dismiss without prejudice application for CP.

Radio Austin Inc., Austin, Minn.—Same.

WKLX Lexington, Ky.—Dismissed petition requesting leave to intervene in hearing on application of Volunteer State Bcstg. Co. Inc.

WADC Akron, Ohio—Granted petition for leave to intervene in hearing on application of Beer & Koehl, Ashland, Ohio.

Hampden-Hampshire Corp., Holyoke, Mass.—Granted petition requesting extension of time within which to file proposed findings in re consolidated proceeding in Dockets 7325 et al, and extended time to and including April 14.

Okefinokee Bcstg. Co., Waycross, Ga.—Granted petition for leave to amend application to show revised DA.

WCOV Montgomery, Ala.—Granted petition for waiver of rules and accepted petitioner's written appearance in re applications in Dockets 7953 and 7954.

East Side Bcstg. Co., Kirkland, Wash.—Granted petition for leave to amend application to specify 1050 kc instead of 860 kc. Amendment accepted and application removed from hearing docket and placed in temporary pending file until May 1.

Kitsap G. I. Bcstrs. Inc., Bremerton, Wash.—Commission on its own motion removed from hearing docket application.

WSOC Charlotte, N. C.—Granted petition for leave to intervene in hearing on application of Spartanburg Radio Co.

WTHI Terre Haute, Ind.—Granted request that it be removed as party intervenor in proceeding in re application of KANS.

Hobart Stephenson, Centralia, Ill.—Granted petition for leave to amend application to revise DA-N.

Mid-Utah Bcstg. Co., Provo, Utah—Granted petition for leave to amend application for CP to change Paragraph 30 to show amount of commercial and sustaining programs planned.

LaCrosse Bcstg. Co., La Crosse, Wis.—Granted petition requesting Commission to reopen record in hearing on application for purpose of receiving into evidence engineering affidavit relative to interference to certain Canadian stations.

WTMA Charleston, S. C.—Granted petition for leave to amend application to specify 5 kw-D instead of 1 kw. Amendment accepted and application removed from hearing docket and held in Commission's files without action until May 1.

Wayne M. Nelson Inc., Fayetteville, N. C.—Granted petition insofar as it requests removal from hearing docket of application; insofar as petition re-

NBC Leases Mt. Wilson Site For TV Transmitter

NBC Hollywood has signed a long term lease for a half-acre site for its television transmitter atop Mt. Wilson, overlooking Pasadena.

Original plans called for the transmitter to be located on Federal forest land, but according to network officials the change to Mt. Wilson was made because of greater accessibility and better building conditions.

The transmitter building will cost an estimated $750,000 and will include living quarters for engineering personnel. Lease was negotiated between Mt. Wilson Hotel Co. and Sidney N. Strotz, Western Division vice president for NBC.

ABOUT SPEECH INPUT EQUIPMENT AVAILABILITY—

Since V-J Day the demand for Gates speech input equipment has been such that even after the addition of several more production lines there still was not enough always to go around. This situation has now been so improved that on nearly all speech input items delivery is either immediate or only a few days after receipt of order.

Gates has paid extra attention to the production of remote apparatus so that such items as the famous "Dynamote", "Remote Conditioner", and "Remote Foursome" can be delivered from stock for coming baseball and other summer broadcasts.

GATES RADIO COMPANY
QUINCY, ILLINOIS, U. S. A.

ARTIST'S CONCEPTION of the new studio-transmitter building of WJLD Bessemer, Ala. On the Bessemer-Birmingham Superhighway, the building is expected to be completed within three to five months. Owner is the Johnston Broadcasting Company, which also holds a grant for an FM station in Birmingham and is seeking a 5 kw AM station in that city.

quests grant without hearing it is dismissed.

Gordon H. Brozek, Marquette, Mich.—Granted petition for leave to amend application to specify 970 kc with 1 kw D instead of 1240 kc 250 w unl. Amendment accepted and application removed from hearing docket and held in Commission's files without action until May 1.

Ishpeming Bcstg. Co., Ishpeming, Mich.—Commission on its own motion removed from hearing docket application.

Crescent Broadcast Corp., Shenandoah, Pa.—Granted petition for continuance of consolidated hearing in re Docket 6883 et al, and continued further hearing presently scheduled for April 17 to May 12.

Central Bcstg. Inc., Independence, Kan.—Granted petition for leave to amend application to show revised information on proposed programs.

Southern Bcstg. Co., Montgomery, Ala.—Granted petition for leave to amend application to specify 1 kw-N instead of 10 kw; and to show revised DA.

Radio Bcstg. Assoc., Houston, Tex.—Granted petition for continuance of hearing upon application presently scheduled April 14, and continued same to June 26.

Hudson Valley Bcstg. Co. Inc., Albany, N. Y.—Granted petition requesting that application be severed from consolidated proceeding; said application removed from hearing docket.

WGKV Charleston, W. Va.—Commission on its own motion continued further hearing in re renewal of WGKV and WCHS, presently scheduled April 15, to April 28.

Standard Tobacco Co. Inc., Maysville, Ky.—Commission on its own motion continued hearing scheduled April 4 to April 18. (Action taken 4/1).

Elmira Bcstg. Corp., Elmira, N. Y.—Granted motion to dismiss without prejudice application. (Action taken 3/27).

April 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

W6XNO Hollywood, Calif.—Mod. CP which authorized new exp. TV station, for extension of completion date.

Assignment of CP

KAGH Pasadena, Calif.—Voluntary assignment of CP which authorized new FM station, to Andrew B. Haley, tr/as Rose Bowl Bcstrs.

AM—1240 kc

KFXM San Bernardino, Calif.—Authority to determine operating power by direct measurement of ant. power.

License for CP

KSMO San Mateo, Calif.—License to cover CP, as modified, which authorized new AM station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSAV Savannah, Ga.—Mod. CP which authorized change in frequency, increase in power, installation of new trans. and DA-N and change in trans. location, to make changes in DA and mount FM ant. on top of AM tower, and change trans. location.

WKAI Macomb, Ill.—Mod. CP which authorized new AM station, for approval of ant. to make changes in trans. equipment, for approval of trans. location and to specify studio location.

WLBC-FM Muncie, Ind.—Mod. CP which authorized new FM station, to make changes in ant. and change commencement and completion dates.

WCTW New Castle, Ind.—Mod. CP which authorized new FM station, for extension of completion date.

WCJT Louisville, Ky.—Mod. CP which authorized new FM station, to change completion date.

License for CP

WPAC Ann Arbor, Mich.—License to cover CP, as mod., which authorized increased power and installation of new trans. and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KFOR-FM Lincoln, Neb.—CP which authorized new FM station, to change type trans., trans. site, ERP to 24 kw, make changes in ant. and change commencement and completion dates.

License for CP

WFBL-FM Syracuse, N. Y.—License to cover CP which authorized new FM station.

AM—1240 kc

WSOC Charlotte, N. C.—CP to install new vertical ant. and mount FM ant. on top of AM tower.

Modification of CP

WMOI Monroe, N. C.—Mod. CP which authorized new AM station, for approval of ant., to change type trans. and for approval of trans. and studio locations.

WRFD Worthington, Ohio—Mod. CP, as mod., which authorized new AM station, to mount FM ant. on top of AM tower, change trans. location and change studio location.

Modification of CP

KSEO-FM Durant, Okla.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1370 kc

WPAB Ponce, P. R.—CP increase power from 1 to 5 kw and install new trans. —AMENDED: re change of officers and stockholders.

Modification of CP

WHBT Harriman, Tenn.—Mod. CP, as mod., which authorized new AM station, to make changes in vertical ant.

KBRO Bremerton, Wash.—Mod. CP, as mod., which authorized new AM station, to make changes in trans. equipment, change trans. location and to specify studio location and for extension of commencement and completion dates.

WDUZ Green Bay, Wis.—Mod. CP which authorized new AM station, for approval of ant. to change type trans., for approval of trans. location and to specify studio location.

License Renewal

WABW Indianapolis—License renewal.

WEHS Chicago— Same.

APPLICATION DISMISSED

Assignment of License

WTBO Cumberland, Md.—Voluntary assignment of license to The Times-News Bcstg. Company. DISMISSED April 2 by request of attorney.

TENDERED FOR FILING
(Since Feb. 7)

Assignment of License

WDSU New Orleans, La.—Consent to assignment of license to International City Bcstg. Corp.

Transfer of Control

WSPA and WSPA-FM Spartanburg, S. C.—Consent to transfer of control of outstanding capital stock of WSPA and CP of WSPA-FM to Surety Bcstg.

Assignment of License

WORD Spartanburg, S. C.—Consent to assignment of license of WORD and CP of WORD-FM to The Spartan Radiocasting Co.

(Continued on page 68)

Lingo

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RADIATORS *because:*

LINGO provides a tried and proved Antenna system to meet your specific need at a minimum of cost and maintenance —backed by a 50 year record of unexcelled experience and stability.

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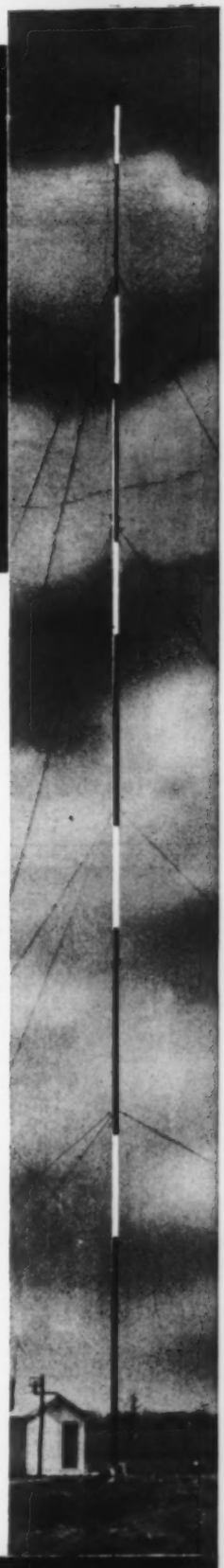

JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

Hon. Floyd Smith
Campbell-Ewald, Inc.
Chicago
Dear Floyd:

Five thousand letters telling us about their favorite "School of the Air" program . . . that's what came rollin' in to WCHS a couple of weeks ago . . . we sent the writers (school kids) along with a school teacher on an expense paid visit to New York City . . . I guess it's little things like this promotion stuff that gives us the highest Hooper in the nation for the "School of the Air" program!

Yrs.
Algy

WCHS

Charleston, W. Va.

KAY TILLIMAN, of production department of KFWB Hollywood, has transferred to station's publicity department.

JULIAN G. MURPHY, formerly with Ted Bates Inc., New York, has joined WTOP Washington, as sales promotion manager. He succeeds **GEORGE TAYLOR**, who is now vice president and secretary of WHIM, new independent in Providence, R. I., soon to go on the air.

Mr. Murphy

DON SWEENEY, CBS Hollywood publicity department copy editor, has replaced **OWEN ANDERSON** as trade publication contact in the network office.

BETTY BUNN, formerly with KNX Hollywood, has joined CBS New York press information department.

CECIL WOODLAND, promotion director of WSNY Schenectady, N. Y., has been named chairman of Advertising Committee of "Town of Tomorrow" campaign, rebuilding plan for Schenectady's business district.

EARL MULLIN, ABC publicity manager, is the father of a boy.

KFYR Bismarck, N. D. has appointed Barney Lavin Inc., Fargo, N. D., to handle advertising and promotion.

JULIUS GLASS, promotion director of WHBC Canton, Ohio, is the father of a girl, Lee Ellen.

Birthday Cards

BIRTHDAY CARDS are being mailed to each junior member of "Children's Playhouse" program, heard on WNEW New York Sun. 9-9:30 a.m. In cooperation with Greeting Card Industry, New York, WNEW is distributing 5,000 of the cards to young listeners.

Still the Leader
WINCHARGER TOWERS
The surging, booming post-war rush of radio broadcast construction finds Wincharger again supplying the industry with the bulk of its towers. And for the same reasons. Wincharger's guyed tower, with its uniform sections and resulting mass-production economy, continues to be the industry's recognized dollar-and-cents value. The convenience of Wincharger's "packaged-buying" and Wincharger's reliable maintenance and service, continue to be powerful attractions.
FM broadcasters are following in the footsteps of the AM industry in likewise choosing Wincharger Antenna Tower Supports.
All Wincharger towers come completely equipped and ready for installation. This includes necessary lighting such as a 300 MM beacon, flasher, obstruction lights, wire, conduit, fuse box. No extras to buy—easy to erect. No wonder Wincharger Towers continue to be the industry's favorite.
FM ANTENNAS
The new, ultra-high-frequencies are an old story to the engineers who developed Wincharger's FM Folded Dipole Antenna. Pre-war FM experts, they set to work during the war to create some of the Armed Forces' finest radio equipment. And now comes the Wincharger FM Folded Dipole Antenna line, without a doubt, the finest engineering in the industry.
WINCHARGER
SIOUX CITY 6, IOWA U.S.A.

PROMOTION

Paper Weight

PAPER WEIGHT in form of chalk character composed of tobacco leaves is being distributed to the trade by Tar Heel Broadcasting System, licensee of WRRF Washington, N. C. and WRRZ Clinton, N. C. Letter accompanying paper weight announces that character's name is "Goldie" and that "Just as these stations . . . perform a 'top' job for you, so am I going to be on 'top' of your desk to keep those important papers in one stack." Letter emphasizes sales effectiveness of WRRF and WRRZ in tobacco belt of eastern North Carolina.

Ad Clinic

BROCHURE announcing Personal Development Clinic is being distributed by Peoria Adv. & Selling Club, Peoria, Ill. Brochure gives program of clinic, which will be held April 24-May 15, pictures and biographical sketches of principal speakers, and order blank requesting tickets. Also enclosed with brochure is issue of "The Ad-Clubber," Club's publication.

Program Rating

PROGRAM SCHEDULE for April 6-11 for WRGB, General Electric video station in Schenectady, N. Y., was mailed to listeners along with punch-out reply card for program rating. Listeners were asked to rate programs as (a) excellent, (b) good, (c) fair, or (d) poor, and also to indicate number of persons seeing each performance.

WIP Anniversary

SILVER colored folder announcing 25th anniverseary of WIP Philadelphia, is being distributed to the trade by that station. A twenty-five cent piece is glued to cover of announcement, which presents inscription, "Many thanks . . . You've made it a happy, prosperous quarter century." Inside of folder presents brief, poetic review of growth of radio as "The Voice of America" and WIP as "Philadelphia's pioneer voice for twenty-five years."

Centennial Theme

PROGRAM SCHEDULES for KDYL Salt Lake City are now featuring Utah centennial year theme. Cover of each schedule is four-colored with wording "Utah's Centennial 1847-1947" stripped across top in white on red background with drawing of covered wagons. Panel in center carries different story each two weeks of some phase of Utah history and development.

News Sheet

NOON NEWS sheet is mimeographed and distributed daily to noon service clubs by KVFD Fort Dodge, Iowa. Titled "You're on the Air with KVFD," sheet gives world news in brief form. Station prepares news sheets at 11:15 a.m. each week day and distributes them to all local service clubs.

Anniversary Ad

FULL PAGE advertisement announcing 17th anniversary of WPAD Paducah, Ky., was presented in March 23 issue of local Paducah Sun-Democrat. Pictures of WPAD staff members outline page with center copy headed "We're 17," and gives review of services offered by WPAD and WPAD-FM.

Visitors' Tags

VISITORS' TAGS with inscription "Visiting KYW Educational Program Today" are being distributed to students visiting KYW Philadelphia studios for participation in daily in-school-listening programs. Tags are 2½ inches in diameter, done in yellow and blue, with string attachment for convenient looping on student's coat.

Blotter-Calendars

TWO COLOR blotter-calendars giving schedule of Texas League San Antonio Mission baseball games are being distributed by KABC San Antonio, as promotion for broadcasts of games over that station. Blotters present schedule of home games in one color, road games in another color, and name of opposing team listed under each calendar date. Station also has distributed window placards to call attention to broadcasts of games, to be heard nightly at 10:15 p.m.

Hand Signals

BOOKLET of comic hand signals, for use by engineers and operators in communicating with announcers on the air, has been issued by WSOC Charlotte, N. C. Nine signals for such messages as "the program stinks," "go shoot yourself," and "quit slobbering on the mike," are presented with appropriate drawings for each. Foreword of booklet urges operators to "use it as freely as you wish . . . that is of course, . . . if your father owns the joint." Last signal in booklet is illustration of hand signing a WSOC contract, and is presented as "the best known hand signal among smart advertisers."

Four-H Contest

SECOND annual Four-H Herd Improvement contest has been sponsored by WWL New Orleans. Contest was open to all Louisiana Four-H Club youths who did work with herds. Contestants presented complete and accurate record books and filed intention to compete with their county agricultural agents. Station awarded a registered beef bull, registered Jersey bull, and registered boar to youths doing outstanding work in respective classes. Awards were made at Louisiana State Junior Livestock Show in Baton Rouge, March 28.

Experience Folder

TWO COLOR promotion folder containing data on radio experience of staff members has been prepared by KTSA San Antonio, Tex. Copy of folder states "141 years of KTSA 'know how' at your service . . . to sell your products in the great South Texas market." Names and titles of KTSA's leading staff members are listed with number of years experience that each has had in radio and number of years spent with KTSA. Staff offers a total of 141 years in radio and 91 years with station.

Sweat Shirts

SWEAT SHIRTS bearing inscription "Yankees" and "WINS" on both the chest and back have been distributed to radio editors by WINS New York. Station begins broadcasting play-by play descriptions of New York Yankee baseball games, April 14.

CONSULTING RADIO ENGINEERS

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National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
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LABS: GREAT NOTCH, N. J.
LITTLE FALLS 4-1000

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Washington 4, D. C.

Commercial Radio Equip. Co.
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NATIONAL 6513

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710 14th St., N.W.—Metropolitan 4477
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RUSSELL P. MAY
1422 F St., N.W. Kellogg Bldg.
Washington, D. C. REpublic 3984

HAROLD B. ROTHROCK
1909 EYE ST., N.W. NATIONAL 0196
WASHINGTON, D. C.

GARO W. RAY
991 BROAD STREET PHONE 5-2055
BRIDGEPORT, CONNECTICUT

LENT & POAST
1319 F ST., N.W. DISTRICT 4127
WASHINGTON, D. C.

HERBERT L. WILSON
1018 VERMONT AVE., N.W. NA. 7161
WASHINGTON, D. C.
1000 No. Seward St. Ho. 6321
Hollywood, 38, Cal.

HOLEY & HILLEGAS
1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

VICTOR J. ANDREW CO.
363 E. 75TH ST. TRIANGLE 4400
CHICAGO, ILLINOIS

DIXIE B. McKEY & ASSOC.
1730 Connecticut Ave., N.W.
Washington, D. C. ADams 3711

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.

WELDON & CARR
1605 CONNECTICUT AVE. MI. 4151
WASHINGTON, D. C.

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
Michigan 2261

KEAR & KENNEDY
1703 K ST., N.W. REpublic 1951
WASHINGTON, D. C.

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San Francisco, Calif.

A. EARL CULLUM, JR.
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

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JOHN CREUTZ
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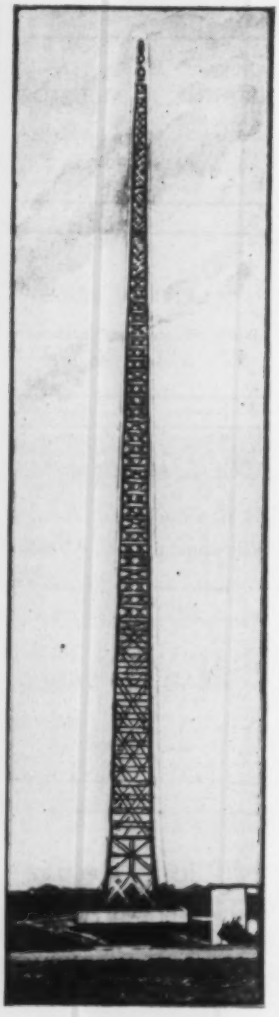
Invites Your Inquiries for

AM-FM TV TOWERS



LEHIGH 414 FOOT AM-FM TOWER WSPA SPARTANBURG, S. C.

LEHIGH STRUCTURAL STEEL CO.

17 BATTERY PL. NEW YORK 4, N. Y.

PLANT AT ALLENTOWN, PENNA. OFFICES IN PRINCIPAL CITIES

FCC Actions

(Continued from page 65)

April 7 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM-1400 kc

Birney Imes Jr. and Grenada Bcstg. Co., Grenada, Miss.—Announced adoption of proposed decision to grant application of Birney Imes Jr. for new station 1400 kc 250 w unl., cond.; proposed to deny application of Grenada Bcstg. seeking same facilities.

AM—1070 kc

WIBC Indianapolis—Adopted order severing from consolidated proceeding and granting application of WIBC to increase power from 5 kw to 50 kw on 1070 kc, cond.

BY THE COMMISSION

Amended Sec. 3.407 of rules governing announcement of mechanical reproductions so that during annual periods in which daylight saving time will be effective requirements of section are waived with respect to network programs transcribed and rebroadcast one hour later because of time differentials.

BY THE SECRETARY

WCIL Carbondale, Ill.—Granted license to cover CP which authorized new station 1020 kc 1 kw-D; cond.

WCJU Columbia, Miss.—Granted license to cover CP which authorized new station 1450 kc, 250 w unl.

Southeastern Bcstg. Co., area of Charlotte, N. C.—Granted mod. licenses of relay stations WCBE and WEHI to change corporate name from Southeastern Bcstg. Co. to Jefferson Standard Bcstg. Co.

W6XPC Pasadena, Calif. — Granted mod. CP for extension of completion date of experimental TV station to 10-20-47.

W9XPR Area of Chicago, Ill.—Granted CP convert experimental TV station to experimental TV relay station.

KTEM Temple, Tex.—Granted mod. CP which authorized installation of new transmitter, new vertical ant. with FM ant. mounted on top, and changes in vertical ant. and change in transmitter location.

WASK Lafayette, Ind.—Granted mod. CP for extension of commencement and completion dates to 5-1-47 and 7-1-47 respectively.

WSNJ Bridgeton, N. J.—Granted mod. CP for extension of completion date to 6-21-47.

WFHR Wisconsin Rapids, Wis.—Granted mod. CP for extension of commencement and completion dates to 4-21-47 and 10-21-47 respectively.

KMPC Los Angeles—Granted mod. CP for extension of completion date to 10-1-47.

WCLE Clearwater, Fla.—Granted mod. of CP to change type trans.

WSAP Portsmouth, Va.—Granted mod. CP for extension of commencement and completion dates to 7-6-47 and 1-6-48 respectively.

WFAS White Plains, N. Y.—Granted mod. CP for extension of completion date to 7-5-47. Also granted mod. CP for extension of completion date to 6-29-47.

KGEM Boise, Ida.—Granted license to cover CP which authorized new station 1340 kc 250 w unl. cond.

CBS, Portable, New York—Granted CP new experimental TV relay station. Also granted license to cover same.

KTRH, Portable, Area of Houston, Tex.—Granted license to cover CP which authorized new remote pickup station KSMW.

The Evening News Assn., Portable, Area of Detroit— Granted CP new experimental TV relay station.

WKAB Mobile, Ala.—Granted mod. CP for extension of completion date to 9-30-47.

WFIL Philadelphia—Granted mod. CP for extension of completion date to 8-1-47.

KONP Port Angeles, Wash.—Granted mod. CP for extension of completion date to 6-1-47.

WMRF Lewistown, Pa.—Granted mod. CP for extension of completion date to 9-29-47.

KAVR Havre, Mont.—Granted license to cover CP which authorized new station 1240 kc 250 w unl.

Frank R. Pidcock Sr., Moultrie, Ga.—Granted mod. CP which authorized new FM station to change commencement and completion dates to 4-10-47 and 10-10-47 respectively.

KOAG-FM Stillwater, Okla.—Granted mod. CP for extension of completion date to 8-15-47.

WKRG-FM Mobile, Ala.—Granted mod. of CP which authorized new FM station to change completion date to 9-17-47.

KXOK-FM St. Louis—Granted mod. CP which authorized new FM station to change completion date to 10-3-47.

KSD-FM St. Louis—Granted mod. CP which authorized new FM station to change completion date to 6-16-47.

WFMO Jersey City, N. J.—Granted mod. CP which authorized new FM station to change completion date to 7-13-47.

WHBP Reading, Pa.—Granted mod. CP which authorized new FM station to change completion date to 9-29-47.

WBOX Louisville, Ky.—Granted mod. CP which authorized new FM station, to change completion date to 9-13-47.

The Pulitzer Pub. Co., Area of St. Louis—Granted license to cover CP for new experimental relay station W10XDW; cond.

WCAL Northfield, Minn.—Granted CP install new trans.

WWGS Tifton, Ga.—Granted mod. CP which authorized new station, to make changes in vertical ant.

WRTA Altoona, Pa.—Granted mod. CP which authorized new station, for approval of ant. and approval of trans. and studio locations; cond.

KOMO-FM Seattle, Wash.—Granted mod. CP which authorized new FM station, to change commencement and completion dates to 3-28-47 and 9-28-47.

WIUC Urbana, Ill.—Granted CP change frequency and install new trans. and change ant. system for noncommercial educational broadcast station.

WLVA-FM Lynchburg, Va.—Granted mod. CP which authorized new FM station for extension of completion date to 5-17-47.

KWHW Altus, Okla.—Granted mod. CP to change type trans. and make changes in vertical ant.

KOMO Seattle, Wash.—Granted mod. CP for extension of completion date to 10-7-47.

KDLK Del Rio, Tex.—Granted mod. CP which authorized new station to change type trans.

WMBY Birmingham, Ala. — Granted mod. CP which authorized new station for extension of commencement date to 4-15-47.

WCRS Greenwood, S. C.—Granted CP install new vertical ant.

WSLI Jackson, Miss.—Granted mod. CP for extension of completion date to 10-1-47.

KOLE Port Arthur, Tex.—Granted mod. CP which authorized new station for approval of ant., change type trans. and change studio location.

WEMP Milwaukee—Granted CP install new ant., change trans. location.

KAFY Bakersfield, Calif.—Granted license to cover CP which authorized new station and for change of studio location; 1490 kc 250 w unl.; cond.

WASL Annapolis, Md.—Granted license to cover CP which authorized new station 810 kc 250 w D.

KXLW Clayton, Mo.—Granted license to cover CP which authorized new station 1320 kc 1 kw D; cond.

WFMD-FM Frederick, Md.—Granted mod. CP which authorized new FM station to change completion date to 9-6-47.

WHYN-FM Holyoke, Mass.—Granted mod. CP which authorized new FM station, to change commencement and completion dates to 3-29-47 and 9-29-47 respectively.

WATG Ashland, Ohio—Granted mod. CP which authorized new FM station, to change completion date to 6-26-47.

WAMS Athens, Ohio—Granted mod. CP to change commencement and completion dates to 6-29-47 and 9-29-47 respectively.

WARY Bangor, Me.—Granted mod. CP which authorized new FM station, to change completion date to 7-31-47.

WGAN-FM Portland, Me.—Same.

WSBA-FM York, Pa.—Granted mod. CP which authorized new FM station, to change completion date to 6-5-47.

WFMR New Bedford, Mass.—Same except to 10-16-47.

WMRF-FM Lewistown, Pa.—Same except to 10-30-47.

South Bend Tribune, South Bend, Ind.—Granted authority to cancel remote pickup licenses WATD and WEER.

W8XCT Cincinnati—Granted license to cover CP which authorized new experimental TV station.

ENGINEERS TO REVIEW FM, TELEVISION LINKS

PAPERS covering FM transmitter links and television mobile units will be read at the spring meeting of the Engineering Dept., Radio Manufacturers Assn., to be held April 28-30 at the Hotel Syracuse, Syracuse, N. Y.

Opening meeting April 28, starting at 10 a.m., will include these papers: "Absolute vs. Industrial Standardization," by C. H. Crawford, General Electric Co.; "Characteristics and Circuit Application of a New Low Power Tetrode," by H. C. M. Longacre, Sylvania Electric Products; "Color Television Transmitter Design in the UHF," by J. T. Wilson, CBS; "Television Mobile Unit," by W. T. Poch, RCA. RMA committees will meet in the afternoon, with stag party to follow.

Tuesday's agenda opens with these papers: "Design Considerations in an Automatic Gain Control and Limiting Amplifier," by William Jurek, Langevin Co.; "FM Modulated Links," by E. Ostlund, Federal Telecommunications Labs.; "Design Considerations for Commercial Radar Equipment," by Coleman London, Westinghouse Electric Corp.; "Navigational Computers," by A. C. Omberg, Bendix Radio Division. Cocktail party will be held after the afternoon meeting, followed by a dinner with Dr. W. R. G. Baker, RMA Engineering Dept. director, as toastmaster. Dinner speaker will be RMA Director Fred R. Lack, Western Electric Co. The engineers will tour the GE new Electronic Park April 30.

Heard by most . . .
Preferred by most
in the BUYING Ark-La-Tex

The Shreveport Times Station

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

IT'S AN EXPECTANT MOMENT as E. M. Roberts (second from right), vice president of the St. Louis *Star-Times* turns on the transmitter of KXOK-FM, putting the station on the air March 26. Arthur Rekart, chief engineer for KXOK and KXOK-FM, is behind Mr. Roberts. At left are Robert Nicholas, KXOK engineer, and David Bain, district manager of Kansas City office of RCA.

W2XDK Brooklyn, N. Y.—Granted CP for reinstatement of CP which authorized new experimental TV station.

WKAN Kankakee, Ill.—Granted mod. CP which authorized new station to change type ant. and for extension of completion date to 120 days after grant.

WSVS Crewe, Va.—Granted mod. CP which authorized new station to change type trans.

KDWT Stamford, Tex.—Same.

KBYE Oklahoma City—Granted mod. CP which authorized new station to change type trans. and to change studio location.

April 7 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WGAD Gadsden, Ala.—Mod. CP as modified, which authorized new AM station, to change type trans. and to change name of applicant from E. L. Roberts to E. L. Roberts tr/as Coosa Valley Bcstg. Co.

License for CP

KRUX Glendale, Ariz.—License to cover CP as modified which authorized new AM station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KPNI-FM Palo Alto, Calif.— Mod. CP which authorized new FM station, for extension of completion date.

WTRR Sanford, Fla.— Mod. CP which authorized new AM station, for approval of ant., to change type trans., for approval of trans. location and to change studio location.

WCON Atlanta, Ga.—Mod. CP which authorized new AM station, to change trans. and studio locations.

KAYX Waterloo, Iowa—Mod. CP which authorized new AM station, to make changes in vertical ant. and change trans. and studio locations.

AM—1450 kc

WPAD Paducah, Ky.—CP install new vertical ant. and change trans. location.

Modification of CP

WGAY-FM Silver Spring, Md.—Mod. CP which authorized new FM station, for extension of completion date.

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JOHN J. KEEL

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"By reason of special training, wide experience and tested ability, coupled with professional integrity, the consulting engineer brings to his client detached engineering and economic advice that rises above local limitations and encompasses the availability of all modern developments in the fields where he practices as an expert. His services, which do not replace but supplement and broaden those of regularly employed personnel, are justified on the ground that he saves his client more than he costs him."

License for CP

WCOP Boston—License to cover CP, as mod., which authorized moving old main trans. and installation of composite 5 kw amplifier as auxiliary trans. with DA-DN and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WBT-FM Charlotte, N. C.—Mod. CP as modified which authorized new FM station, for extension of completion date.

WCOL-FM Columbus, Ohio—Mod. CP which authorized new FM station to change ERP to 32.8 kw, make changes in ant. system and change commencement and completion dates.

WJPG Green Bay, Wis.—Mod. CP which authorized new FM station, to change completion date.

WNAM Neenah, Wis.—Mod. CP which authorized new AM station, to change type trans., make changes in vertical ant. and change studio location.

License Renewal

KECK Odessa, Tex.—License renewal.
WGFM Schenectady, N. Y.—Same.
WABF New York—Same.

APPLICATION DISMISSED

Modification of CP

WKJG Fort Wayne, Ind.—Mod. CP which authorized new AM station, to make changes in DA and mount FM ant. on top of AM tower. DISMISSED April 3 by request of attorney.

TENDERED FOR FILING

(Since Feb. 7)

WMGY Montgomery, Ala.— Request for special service authorization to operate on 800 kc, 500 w N 1 kw D, unl. for period not to exceed 90 days.

Transfer of Control

WCOS Columbia, S. C.—Consent to transfer of control to Radio Columbia.

April 8 Decisions . . .

BY THE SECRETARY

KLPM Minot, N. D.—Granted license to cover CP which authorized change in power to 1 kw-N 5 kw-LS unl., and installation of new trans.

WWOL Lackawanna, N. Y.—Granted mod. CP which authorized new station, for approval of ant., to change type trans. and for approval of trans. location.

WGH Newport News, Va.—Granted license to cover CP which authorized installation of new trans.

KICO Calexico, Calif.—Granted mod. CP which authorized new station, for extension of completion date to 4-15-47.

WGBR Goldsboro, N. C.—Granted CP install new ant. and mount FM ant. thereon.

WBOE Cleveland—Granted mod. CP for extension of commencement and completion dates to 3-29-47 and 7-29-47.

WAUT Evansville, Ind.—Granted mod. license to change corporate name from Evansville on the Air Inc. to On the Air Inc.

WFNS Burlington, N. C.—Granted license to cover CP which authorized new station 1150 kc 1 kw D, and to specify studio location.

KSPT Lubbock, Tex.—Granted mod. CP which authorized new station for approval of ant. and for approval of trans. and studio locations.

WGBF Evansville, Ind.—Granted mod. license change corporate name to On The Air Inc.

KRLN Canon City, Col.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., and for approval of trans. location.

WLBT Liberty, N. Y.—Granted mod. CP which authorized new station, for approval of ant., for approval of trans. location and to specify studio location.

WCHV Charlottesville, Va.—Granted license to cover CP which authorized installation of new trans.

WKDK Newberry, S. C.—Granted CP install new trans.

WAYX Waycross, Ga.—Granted mod. CP for extension of completion date to 8-20-47.

WTSB Lumberton, N. C.—Granted CP to make changes in trans.

WINS New York—Granted mod. CP for extension of completion date to 6-25-47.

WDEF Chattanooga, Tenn.—Granted mod. CP for extension of completion date to 5-1-47.

WGPC Albany, Ga.—Granted CP install new trans. and vertical ant., and to change trans.

WDVA Danville, Va.—Granted mod. CP which authorized new station to change type trans.

KTFI Twin Falls, Idaho—Granted license to cover CP for extension of completion date to 7-3-47.

WMBH Joplin, Mo.—Granted CP make changes in vertical ant.

WGPA-FM Bethlehem, Pa.—Granted mod. CP which authorized new FM station, for extension of completion date to 10-2-47.

WLOB Claremont, N. H.—Same except to 7-20-47.

WDNC-FM Durham, N. C.—Same except to 6-9-47.

WMAL-FM Washington—Same except 11-5-47.

WKWK-FM Wheeling, W. Va.—Same except to 10-2-47.

KOCY-FM Oklahoma City—Same except 11-1-47.

WCLT Newark, Ohio—Same except 10-15-47.

(Continued on page 73)

Fish, Furniture and a Spartan Philosopher

Charlie Hammond has been *selling* on WSPA for the past 15 years. Mostly he talks about fish. Charlie and his cronies are great fishermen, and listeners seem to like the fish stories Charlie brings back from his trips, for the sponsor's sales have soared over 400% since Charlie began to philosophize about fish.

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

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First book of its kind. Tells what to do, what *not* to do in winning news listeners. In this manual Prof. Hotaling draws upon practical newspaper and radio experience in telling how to write radio news.

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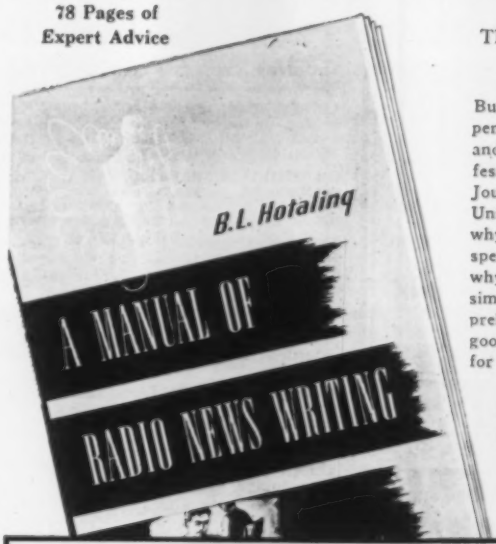
78 Pages of Expert Advice



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Burton L. Hotaling, experienced newspaperman and radio interne, is professor in the School of Journalism of Rutgers University. He tells you why radio news must be specially written . . . why its style must be simpler, easier to comprehend . . . the need for good taste, the necessity for right policy.

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WRRF

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WRRF is the regional station of a wealthy and growing market of 600,000 population. The WRRF trade area, radiating from its home in Washington, N. C., includes many prosperous small towns surrounded by one of the most fertile agricultural belts in the nation.

Last year's tobacco crop alone brought $175,000,000.00 into this market. This market is a stable economy soundly based on agriculture. Its increase in buying power is due to higher prices for its premium products and increased yields brought about by scientific farming methods.

If you want to reach this "as good as gold" market . . . invest your advertising dollar in WRRF. Write us today for our new informative booklet.

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PRODUCTION

REG MERRIDEW, production head and chief announcer of WGAR Cleveland, has been named WGAR program director, succeeding DAVE BAYLOR, resigned.

SAM CARTER, writer on CBS "Lux Radio Theatre" and Eleanor Beeson, free-lance writer, have completed three act play, "Dear Listener."

HAROLD J. BOCK, manager of NBC television department, Hollywood, April 16 will speak on "Television Is Here" at San Diego Advertising and Sales Club.

BILL REID, formerly of CKEY Toronto, has joined announcing staff of CKLW Windsor-Detroit.

JACK WOLSEY, announcer of CJOC Lethbridge, Alta., has resigned to operate own business.

LARRY HAMILTON, formerly of CJKL Kirkland Lake, Ont., has joined announcing staff of CHUM Toronto.

NORAN E. KERSTA, manager of NBC television department, is recuperating from an emergency appendectomy.

DON ALLEN, of KCNC Fort Worth, Tex., has been named station's program director. JIM BRADLEY and MICKEY MURPHY have joined KCNC announcing staff.

HERB GRAHAM, formerly with WEDC Chicago, and chief-announcer at AFRS in Berlin, has joined announcing staff of WELM Elmira, N. Y.

STAN JONES, formerly of CJAD Montreal, has joined announcing staff of CKEY Toronto.

GORDON KIBBY, formerly with WLAV Grand Rapids, and WWJ Detroit, has joined WHLS Port Huron, Mich., as program director.

ED FLYNN, program director at WSNY Schenectady, has been named chairman of Radio Committee for "Town of Tomorrow" campaign, rebuilding plan for Schenectady's business district.

ROBERT ROTH, former staff and special events announcer with KIST Santa Barbara, Calif., has joined announcing staff of WMAL Washington.

MADIE WEAVER, of traffic department of KFWB Hollywood, has transferred to station's production department.

HARVEY BUCK, formerly with WSBA York, Pa., and WITH Baltimore, has joined WGLN Glens Falls, N. Y., as program director.

JOHN LOTAS, former program director of WBRK Pittsfield, Mass., and previously program director of WATR Waterbury, Conn., has joined announcing staff of WWRL New York.

LISTER SINCLAIR, Toronto script writer and producer, will conduct summer school in radio writing at U. of British Columbia, Vancouver, B. C.

DR. PHILIP EISENBERG, CBS research psychologist, is the author of a book, "Why We Act As We Do," recently published by Alfred A. Knopf, New York.

TED ISELI, formerly with CBS shortwave department, has joined program department of KGMB, CBS Honolulu affiliate.

BOB DUANE, former assistant program director of WKY Oklahoma City, and previously with WSAI Cincinnati, has returned to WSAI, as m.c. of a new show.

JOHN F. CONNORS, former director of public relations and radio for Max Goldberg Adv., Denver, and previously with KGHF Pueblo, Colo., has joined writing staff at KLZ Denver.

ALLAN BROWN and MIKE GANNON have joined announcing staff of WIS Columbia, S. C.

VICTORIA COREY, education director of KDKA Pittsburgh, April 11 addressed general session of 36th annual convention of Eastern Arts Assn., which met in Philadelphia April 10, 11 and 12. Mrs. Corey spoke on "Art on the Air for United Nations" and offered suggestions for participation in an international radio and art project.

PAUL L. MINCHIN, former announcer and combat correspondent with AFRS, will join program department of Sun Country Broadcasting Co. of Arizona, Phoenix, June 1 upon graduation from U. of Arizona.

GORDON STRUNK has been made production manager of KOL Seattle.

PAUL SNIDER, former announcer of WCFL Chicago, has joined KFVD Los Angeles in similar capacity. He replaces FRED ALLISON, resigned [BROADCASTING, April 7].

HARRY GUNTHEROTH has joined announcing staff of KOME Tulsa, Okla.

CHARLES ST. JOHN, formerly with KABC San Antonio and WJWJ Chicago, has joined KOY Phoenix, as writer-announcer. He also serves as chief announcer during evening hours.

FRANK M. LOKEY, former program director of WKLX Lexington, Ky., has joined announcing staff of WTON Staunton, Va.

ROBERT STERRETT, former announcer at WTON Staunton, Va., has joined WROV Roanoke, in similar capacity.

FRANK L. ORTH, AAF veteran and former film actor and writer, has joined staff of Sun Country Broadcasting Co. of Arizona, Phoenix.

PALMER STALLEY, formerly of CJCS Stratford, Ont., has joined announcing staff of CFCH North Bay, Ont.

PETE CARNEGIE, announcer of CJKL Kirkland Lake, Ont., is the father of a boy.

SAM EWING has been appointed musical director of KRUX Phoenix.

DARLENE REEDER, of "Judy Dell of the Wishing Well" program on KDYL Salt Lake City, and Ray B. Sheffield were to be married April 10.

HAL STARK, former staff announcer with WSIV Pekin, Ill., has joined WGN Chicago, in similar capacity.

Advertisers and Agencies Get CBS Program Listing

THE FIRST in a series of monthly CBS program news letters listing programs available for sponsorship on CBS, is being sent this month to advertisers and agencies by Herschel Williams, CBS director of commercial program development.

Among the programs listed is the Art Linkletter *House Party*, heard Mon.-Fri., 4-4:25 p. m., as a CBS Co-op show, which is now listed as available for network sponsorship as a 25 or 30-minute program.

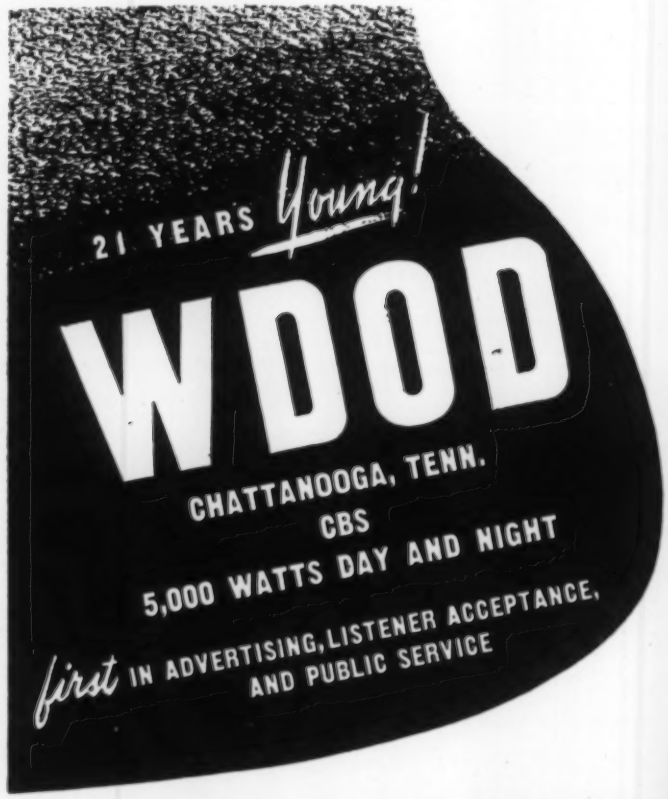
WWDC Gets Plaque

FOR OUTSTANDING work in promoting better understanding between racial groups, WWDC Washington March 31 was presented with a plaque by the Institute on Race Relations. Ben Strouse, WWDC general manager, accepted the plaque for the station. For the past year, WWDC has presented every Sunday a program devoted to better race relations, *Americans All*, and has joined in numerous other activities to promote understanding between peoples.

CHARLES WARREN has returned to announcing staff of WPIK Alexandria, Va., after six months absence.

PAUL DEAN, announcer at WTAG Worcester, Mass., and Evelyn Sancoucy have announced their engagement.

DAVE WILLIAMS, former announcer and assistant news editor at WKZO Kalamazoo, Mich., has joined KVOU Uvalde, Tex., as program director and chief announcer.



NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

TECHNICAL

GEORGE BROCK, former chief engineer of KOCY Oklahoma City, has been appointed to similar capacity at KRNO, new 250 w San Bernardino, Calif., station on 1240 kc, now under construction.

JOHN M. HOLLAND, former assistant engineer of KVOP Plainview, Tex., has been appointed chief engineer of KVOU Uvalde, Tex.

WILLIAM H. ALFORD has been named chief engineer of WFNC Fayetteville, N. C., replacing **OWEN A. LEHR.**

FRITZ LEYDORF, chief engineer of WJR Detroit, is in Los Angeles for three weeks conferring with executives of KMPC Hollywood.

BOB BLAGG, engineer at WAJR Morgantown, W. Va., is the father of a boy, Donald Lewis.

KEN CHISHOLM, transmitter engineer of RCA Victor, Toronto, April 9 addressed Toronto Radio Executives Club on subject of FM broadcasting, demonstrating FM reception of VE9EV Toronto.

LANGEVIN Co., New York, has developed new type 119-A Progar (PROgram GuARdian), a fast acting peak limiter preceded by automatic gain control amplifier with variable time constants. Progar offers higher percentage of modulation than can be obtained with limiter alone.

SYLVANIA ELECTRIC PRODUCTS Inc., Radio Tube Div., New York, has developed compact, pocket-sized ohmmeter for spot checking radio and electronic circuit components. Minature test prod instrument has 0 to 10,000 ohm range.

VIEWTONE TELEVISION & RADIO Corp., New York, April 10 began second weekly series of discussions and demonstration sessions on installation and servicing of television receivers. Sessions are under guidance of **JULIE JONAS**, Viewtone engineer.

WILLIAM ROBINSON RECORDING LABS, Philadelphia, has developed new transcription tone arm for broadcast use. Tone arm is counterbalanced with lead weight to effect less than an ounce pressure on sapphire point. Two-stage equalizing preamplifier is furnished and unit is equipped with five-position switch that allows reproduction of any type recording.

New Transmitter

KMAC San Antonio has announced that the new transmitter for KMAC and its FM outlet KISS will be built on Gonzales Highway 27 about 11 miles east of San Antonio. A single building will house both the proposed KMAC 5 kw transmitter and the new KISS 50 kw transmitter. Estimated cost of the new installation is $167,000. Construction will start immediately.

Going Places Fast in Idaho

KSEI
POCATELLO • IDAHO

Orson's Predecessor

A MYSTERY for 23 years has just been cleared up by Gene Darlington, a radio pioneer and one of the first "ham" operators in Schenectady, now with General Electric in San Francisco. He has just written to GE in Schenectady explaining the "possible signal from Mars," as written up by New York newspapers in 1924. When Mr. Darlington was with WGY, attached to W. C. White's staff in the research lab, they used to test new tubes and circuits over their 10 w transmitter. One morning they forgot to turn the transmitter off after a test, and the automatic code signal went on through the next night and day. Someone in New York heard the signals, called the newspapers, and the "Mars signal" story got started.

New Tube Manual Issued By GE Electronics Dept.

GENERAL ELECTRIC's tube division has prepared a new 700-page technical manual on electronic receiving tubes which is expected to be of value to broadcasting station engineers and radio repair centers.

The manual outlines the applications and performances of GE's receiving tubes and contains performance curves, ratings, outline drawings and other extensive data. An expander-type binder permits revision as later information becomes available.

Copies at five dollars each may be ordered from GE's Electronics Department, Schenectady 5, N. Y.

TURNTABLE

TRANSCRIPTIONS • RECORDINGS • LIBRARIES

JAMES E. O'HAGAN, former vice president of Grayson Heat Control Co., Los Angeles, has joined Allied Record Mfg. Co., Hollywood, as executive vice president.

CHRISTINE EDWARDS, formerly with Columbia Records advertising department, Bridgeport, Conn., has been named director of publicity for Columbia Records, New York, succeeding **WAYNE VARNUM**, resigned.

MICHAEL CONNER, in charge of Midwest Recording Division of Decca Records, has been appointed head of firm's artists relations bureau in New York.

ELI OBERSTEIN, vice president in charge of popular recordings for RCA Victor, New York, is in Hollywood for week of conferences and recording sessions.

COLUMBIA RECORDS Inc., New York, has merged advertising and publicity departments into one department under direction of **JOHN BIRGE**, advertising manager of firm.

WWRL New York, has increased its recording equipment with installation of two Allied Recorders and also has purchased wire recorder for use for on-the-spot program pick-ups and interviews for rebroadcast.

New Broadcast-Reception TV System Is Announced

EMERSON Radio & Phonograph Corp. has announced a multi-broadcast-and-reception television system comprising one or more camera-microphone units, a combined viewer and speaker, a central unit to synchronize sound and sight, and a tuner to pick up standard video broadcasts.

Designed primarily for industrial and educational institutions, the system might be used for time and motion studies, quality control, etc., in industry, or for classroom instruction or supervision from a central office in education.

Emerson expects to make the system available shortly, with the company's engineers studying the requirements of individual users before they make the installations. Later on, when standards have been established, company expects to use mass production and distribution methods for the systems.

Changeable Car Card

STREET CAR and bus cards with changeable panels for promoting several programs are being used by KFAB Omaha. Cards are in three colors. Panel copy carries name of program and time card is printed separately.

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BROADCASTING

SACKETT SEEKS TO BUY PORTLAND NEWSPAPER

PLANS for the purchase of a fifth newspaper, the *Portland* (Ore.) *Sun*, have been announced by Sheldon F. Sackett, owner of radio stations in Washington, Oregon and California. Contemplated action last week was revealed simultaneously with a report on the purchase of the *Seattle* (Wash.) *Star* by Mr. Sackett.

Mr. Sackett bought the *Seattle Star* from local business men.

Under an unusual provision in the *Star* purchase, Mr. Sackett will share ownership with men active in conducting the newspaper. On the death, resignation or retirement of any stockholder, including Mr. Sackett, the stock must be transferred, at a prearranged basis of settlement, to successors active in the newspapers.

Mr. Sackett also operates KOOS Coos Bay, Ore.; KROW Oakland, Calif., and KVAN Vancouver, Wash.; the *Coos Bay Times*, and the *Vancouver Sun*.

Mr. Sackett has an application pending before the Federal Communications Commission for purchase of KWJJ at Portland. If that application is granted, he will dispose of KVAN, across the Columbia River from Portland.

Negotiations for the sale were handled by Smith Davis & Co., New York, and Fred F. Chitty, executive vice president, Sackett Radios and Newspapers.

FOR 20 YEARS of network affiliation with NBC, four Western stations including KFI Los Angeles, KGW Portland, KHQ Spokane and KOMO Seattle were awarded plaques at recent Pacific affiliates meeting. Presenting and receiving are (l to r): O. W. Fisher, KOMO general manager; Earle C. Anthony, KFI owner; Dick Dunning, KHQ vice president; Niles Trammell, NBC president; H. Q. Cox, KGW manager.

Applicants' Program Plans Sway FCC In Proposed Grant for Grenada, Miss.

A 4-2 DECISION pinned squarely on program plans was handed down by FCC last Monday, proposing to grant Birney Imes Jr.'s application for a new fulltime 250-w station on 1400 kc at Grenada, Miss., and to deny Robin Weaver's bid for the same facilities.

The majority found that Mr. Imes "presented a well-balanced and well-designed program proposal," while Mr. Weaver "has made no substantial effort to ascertain what program service Grenada requires, or to meet such requirements" and "has furnished only sketchy information regarding his program proposal and has submitted no program log."

This, they concluded, outweighs the factor of "diversification of station ownership" which would result from a grant to Mr. Weaver in view of Mr. Imes' ownership of three exisiting Mississippi stations; WCBI Columbus, WMOX Meridian, and WELO Tupelo.

Chairman Charles R. Denny and Comr. Rosel H. Hyde dissented, conceding it was "a close case" but favoring a grant to Mr. Weaver because of the diversification of ownership factor.

Mr. Weaver, secretary of the Clarksdale (Miss.) Chamber of Commerce, applied in the name of Grenada Broadcasting Co. From 1930 to 1943 he lived at Philadelphia, Miss., and was in partnership with Mr. Imes' father, Birney Imes Sr., in publishing the weekly *Neshoba Democrat*. In 1944 he built WROX Clarksdale, which he sold to Mr. Imes Sr. in 1945. WROX and Mr. Imes Jr.'s stations form the Mid-South Network.

Approval of WCOS Transfer Is Sought

Sale Price Is Placed at $200,000 In FCC Application

APPROVAL to sale of WCOS Columbia, S. C., for approximately $200,000 is requested of FCC in an application filed last week with the Commission. The petition seeks consent to transfer control of Carolina Broadcasting Corp., WCOS licensee, from present group of businessmen and Paramount Pictures Inc. to Radio Columbia Inc., composed of Ernest D. Black and associates, identified with ownership and operation of WBML Macon and WDAK Columbus, Ga. The present owners of WCOS state they wish to withdraw from broadcasting.

WCOS operates fulltime with 250 w on 1400 kc.

The transferee, Radio Columbia, is composed of Ernest D. Black, president, who is president of WBML and vice president of WDAK; E. G. McKenzie, vice president and also WBML vice president; A. M. Woodall, vice president, WDAK manager, and C. W. Pittman, secretary-treasurer, WBML manager. Each holds quarter-interest in Radio Columbia. Mr. Black holds half-interest in WBML as does Mr. McKenzie. Mr. Black also owns 25% of WDAK and is 30% owner of Gulf Broadcasting Co., Mobile, Ala., applicant. Mr. Woodall holds quarter-interest in WDAK and 4% interest in Gulf Broadcasting.

The stock of WCOS is divided into class A and class B issues with Paramount holding the entire class B issue.

The class A stock of the transferor is divided among 10 businessmen. These are: Warren Irvin, 20 shares; Harry Hardy, 20 shares; Emil Bernstecker, 15 shares; Nash Weil, 66 shares; Roy L. Smart, 45 shares; M. S. Hill 66 shares; R. B. Wilby, 72 shares; H. F. Kincey, 72 shares; J. H. Harrison, 20 shares; R. M. Kennedy, 54 shares.

The consideration stipulated for WCOS is $200,000 plus a sum equal to the difference between the station's net worth on June 29, 1946, and Dec. 6 of that year.

getting ready to give 'em
BOTH BARRELS!

Yes, powerful doin's are going on down Texas way... for KPAC* in Port Arthur, is now under construction with its plans to deliver a market substantially more than *two hundred million dollars* in annual retail sales!

5,000 Watts Daytime

1,000 Watts Nightime

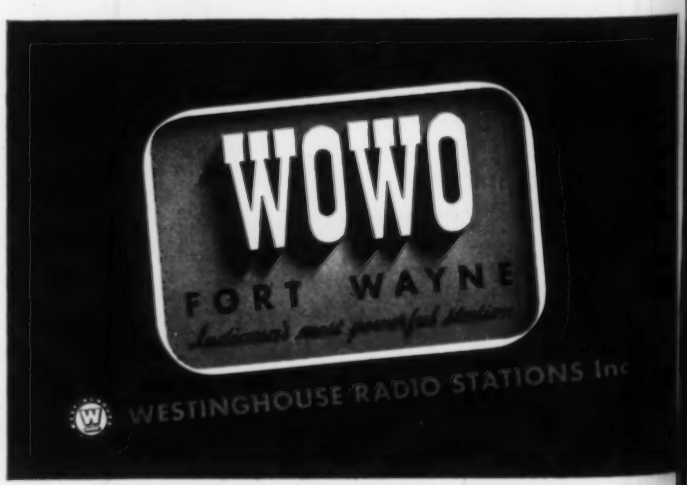
First 5,000 Watt Daytime station on Gulf Coast between Corpus Christi and New Orleans.

*Located in the very heart of the rich Gulf Coast, where industrial dollars are busy at work in rubber, oil, shipping, agriculture and many other varied enterprises.

KPAC

Mutual Broadcasting System

MBS BMB



DEPARTMENT OF DEFENSE
DEFENSE TECHNICAL INFORMATION CENTER
8725 JOHN J. KINGMAN ROAD, STE 0944
FORT BELVOIR, VA 22060-6218

Allocations

(Continued from page 24-B)

General Area	Channel No.
Olean	238, 264
Oneonta	256, 282
Oswego	284
Plattsburg	275, 281
Poughkeepsie	284
Rochester	223, 243, 250, 255, 267, 279
Rome	239
Saranac Lake	225, 247
Syracuse	226, 233, 241, 253,
(Includes Auburn)	273, 281, 297
Troy	See Albany
Utica	229, 245, 277, 289
Watertown	251, 263
North Carolina	
Ahoskie	270
Asheville	268, 273, 282, 291
Burlington	266
Charlotte	260, 278, 284, 299
(See also Gastonia)	
Concord	243
(See also Salisbury)	
Durham	286
Elizabeth City	231, 266
Fayetteville	251
Gastonia	270
(See also Charlotte)	
Goldsboro	227
Greensboro	222, 247, 254, 262
(See also High Point & Winston-Salem)	
Greenville	250, 256
Henderson	297
Hickory	275, 295
High Point	238, 258
(See also Greensboro & Winston-Salem)	
Kinston	236, 245
(See also New Bern)	
New Bern	279
(See also Kinston)	
Jacksonville	225, 260
Raleigh	233, 241, 268, 273, 277
Roanoke Rapids	223, 253
(See also Rocky Mount)	
Rocky Mount	264, 283
(See also Roanoke Rapids)	
Reidsville	291
Salisbury	293
Statesville	289
Washington	275
Wilmington	230, 242
Wilson	290, 294, 300
Winston-Salem	226, 281
(See also Greensboro & High Point)	
North Dakota	
Bismarck	229, 250, 273, 294
(Includes Mandan)	
Devil's Lake	226, 266
Fargo	222, 260
(See also Moorhead, Minn.)	
Grand Forks	234, 254, 278, 299
Jamestown	239, 284
Mandan	See Bismarck
Minot	243, 290
Valley City	246, 270
Ohio	
Akron	239, 243, 248
(Includes Tallmadge)	
Alliance	227, 231, 235
(Includes Canton)	
Ashland	267, 273
Ashtabula	See Erie, Pa.
Athens	297
Bellaire	See Wheeling, W. Va.
Canton	See Alliance
Cincinnati	266, 270, 274, 278,
(Includes Hamilton)	282, 286, 290, 294, 298
Cleveland	253, 258, 264, 271,
(Includes Lorain)	277, 281, 289, 293, 297
Columbus	222, 226, 234, 238,
	242, 246, 250, 254
Dayton	236, 248, 256, 260,
(Includes Springfield)	264, 268 284
Findlay	263
Fostoria	275
Freemont	See Toledo
Hamilton	See Cincinnati
Lima	271, 277, 293
Lorain	See Cleveland
Mansfield	279, 287, 291
Marion	295
Newark	262, 299
(Includes Zanesville)	
Portsmouth	See Huntington, W. Va.
Springfield	See Dayton
Steubenville	See Wheeling, W. Va.
Tallmadge	See Akron
Toledo	260, 268, 284, 300
(Includes Freemont)	
Warren	223, 300
(See also Sharon, Pa.)	
Wooster	255, 283
Youngstown	See Sharon, Pa.
Zanesville	See Newark
Oklahoma	
Ada	226, 284
Ardmore	229
Bartlesville	291
Clinton	298
Durant	297
Elk City	239, 277
Enid	243, 274
Lawton	251, 267
Muskogee	253, 268
Norman	See Oklahoma City
Oklahoma City	222, 234, 255, 263,
(Includes Norman)	270, 282, 290
Okmulgee	260, 275
Ponca City	293
Shawnee	241, 248
Stillwater	300
Tulsa	238, 246, 251, 258, 278, 286, 295
Oregon	
Albany	241, 260
Astoria	242, 268
Baker	250, 274
Bend	236, 275
Corvallis	250
Eugene	256, 284
Grants Pass	243, 260
Klamath Falls	233, 251, 268
La Grande	243, 260
Marshfield	239, 266
Medford	229, 286
Pendleton	226, 278
Portland	222, 226, 238, 246
(See also Vancouver, Wash.)	254, 262, 266, 278, 282, 290, 294, 298
Roseburg	234, 274
Salem	230, 286
The Dalles	251, 287
Pennsylvania	
Allentown	236, 260, 264, 300
(Includes Bethlehem & Easton)	
Altoona	243, 279
Beaver Falls	See Pittsburgh
Bethlehem	See Allentown
Bradford	248
(See also Jamestown & Olean, N. Y.)	
Butler	See Pittsburgh
Clearfield	See DuBois
DuBois	256, 271
(Includes Clearfield)	
Easton	See Allentown
Erie	246, 250, 260, 279
(Includes Ashtabula, Ohio)	
Glenside	See Philadelphia
Greensburg	297
Harrisburg	235, 247, 255, 259, 293, 298
Hazleton	227
Johnstown	238, 287
Lancaster	245, 267
Lebanon	281
Lewistown	226, 250
Meadville	See Sharon
New Castle	See Sharon
New Kensington	See Pittsburgh
Oil City	290, 299
Philadelphia	223, 227, 231, 239,
(Includes Glenside, Pa. & Camden, N. J.)	243, 251, 271, 275, 279, 287, 291, 295
Pittsburgh	225, 229, 233, 241,
(Includes New Kensington, Beaver Falls & Butler)	245, 251, 259, 268
Pottsville	238, 270
Reading	225, 233, 273
Scranton	222, 229, 241, 253,
(Includes Wilkes-Barre)	267, 277, 289, 297
Shamokin	284
Sharon	256, 262, 266, 275,
(Includes Warren & Youngstown, Ohio;	286, 295
State College	Meadville & New Castle, Pa.) 282
Sunbury	231, 275
Uniontown	289, 293
Washington	273, 282
Wilkes-Barre	See Scranton
Williamsport	262, 286
York	253, 263, 277, 289
Rhode Island	
Pawtucket	See Providence
Providence	222, 231, 238, 260, 268, 286, 299
South Carolina	
Anderson	266, 287
Charleston	236, 245, 271
Columbia	226, 233, 250, 258
(See also Sumter)	
Conway	222
Florence	231, 291
Greenville	223, 229, 235
(See also Spartanburg)	
Greenwood	239, 253
Lancaster	297
Rock Hill	248
Spartanburg	255, 263
(See also Greenville)	
Sumter	267, 274
(See also Columbia)	
South Dakota	
Aberdeen	264, 282
Pierre	241, 258
Rapid City	234, 254, 278, 290
Sioux Falls	227, 247, 275, 286
Vermillion	264, 284
Watertown	231, 268
Yankton	262, 295
Tennessee	
Bristol	223, 245
(Includes Johnson City & Kingsport)	
Chattanooga	234, 243, 251, 256,
(Includes Cleveland)	266, 271
Clarksville	270, 294
Cleveland	See Chattanooga
Cookeville	283
Jackson	264, 284
Johnson City	242
(Also see Bristol)	
Kingsport	253
(Also see Bristol)	
Knoxville	227, 247, 258, 262, 279, 286
Memphis	238, 246, 250, 259, 274, 282, 290, 295
Nashville	225, 238, 248, 277, 290, 298
Texas	
Abilene	245, 278
Amarillo	226, 262, 282
Austin	222, 267, 284
Beaumont	227, 258, 300
Belton	See Temple
Big Springs	239, 270
Brady	236, 256
Brownsville	222, 229, 234, 247,
(Includes Harlingen & McAllen & Weslaco)	258, 277
Brownwood	282, 290
College Station	231, 259
Corpus Christi	238, 255, 283, 293, 300
Corsicana	271, 279
Dallas	223, 250, 266, 283, 295, 300
Denton	291
El Paso	234, 275
Fort Worth	227, 242, 258, 263, 287
Galveston	254, 279
Harlingen	See Brownsville
Houston	239, 243, 250, 266, 275, 286, 291, 295
Huntsville	234, 262
Kilgore	229, 247, 290
(Includes Longview & Tyler)	
Laredo	243, 267
Longview	See Kilgore
Lubbock	242, 258, 300
Lufkin	238, 281
Midland	222, 281
McAllen	See Brownsville
Odessa	248
Palestine	225, 274
Pampa	253, 289
Paris	255, 273
Pecos	230, 294
Plainview	246, 297
Port Arthur	270, 297
San Angelo	233, 274
San Antonio	225, 234, 242, 247, 251, 258, 263, 273, 281, 289, 297
Sherman	236
Sweetwater	226, 264
Temple	246, 298
(Includes Belton)	
Texarkana	251, 264, 293
Tyler	268
(See also Kilgore)	
Vernon	254, 271
Victoria	230, 270
Waco	254, 277
Waxahachie	See Dallas & Fort Worth
Weslaco	See Brownsville
Wichita Falls	231, 247, 260, 293
Cedar City	233, 297
Logan	250, 290
Ogden	234, 274
Price	242, 282
Provo	226, 299
Salt Lake City	230, 238, 246, 254, 258, 262, 270, 278, 286, 295
Vermont	
Burlington	231, 289
Rutland	271
St. Albans	243, 267
Waterbury	227, 251
Virginia	
Alexandria	See Washington, D. C.
Charlottesville	273, 293
(Includes Staunton)	
Covington	238, 286
Danville	230, 250
Fredericksburg	See Washington, D. C.
Front Royal	236
Harrisonburg	227, 264
Lynchburg	260, 300
Martinsville	242, 271
Newport News	See Norfolk
Norfolk	243, 247, 255, 259,
(Includes Newport News, Portsmouth & Suffolk)	273, 277, 287, 291, 299
Petersburg	229, 239
Portsmouth	See Norfolk
Richmond	225, 233, 251, 271, 275, 281, 295
Roanoke	235, 256, 279
Staunton	See Charlottesville
Suffolk	See Norfolk
Winchester	223
Washington	
Aberdeen	262, 293
Bellingham	225, 281
Centralia	229, 284
Everett	241, 245
Longview	234, 274
Olympia	271, 279
Port Angeles	233, 297
Pullman	229, 270
Pasco	253, 298
Seattle	231, 235, 251, 255, 260, 264, 268, 275, 287, 291, 295, 300
Spokane	225, 236, 243, 251, 275, 287
Tacoma	223, 227, 239, 243, 247
Vancouver	258
(See also Portland, Ore.)	
Walla Walla	234, 268
Wenatchee	281, 293
Yakima	241, 248, 277
West Virginia	
Beckley	267, 289
Bluefield	227, 283, 298
(Includes Welch)	
Charleston	225, 241, 248, 253, 258
Clarksburg	222, 236, 270, 287,
(Includes Fairmont & Morgantown)	300
Fairmont	See Clarksburg
Huntington	229, 233, 263, 273,
(Includes Ashland, Ky. & Portsmouth, Ohio)	281, 291
Logan	277, 294
Morgantown	See Clarksburg
Parkersburg	293
Welch	See Bluefield
Wheeling	247, 254, 263, 278
(Includes Bellaire & Steubenville, Ohio)	
Williamson	222, 236
Wisconsin	
Appleton	253, 266
(Includes Neonah)	
Ashland	245, 254
Beloit	300
Eau Claire	222, 231
Fond du Lac	247, 258
Green Bay	222, 273, 289
Greenfield Twp.	See Madison
Janesville	260
La Crosse	233, 241
Madison	255, 268, 290
(Includes Greenfield Twp.)	
Manitowoc	233, 241
Marinette	286, 298
Medford	260, 300
Milwaukee	223, 227, 231, 239, 243, 251, 271, 275, 279, 287, 291, 295
Neenah	See Appleton
Oshkosh	225, 229
Poynette	235
Racine	264, 284
Rice Lake	236, 242
Sheboygan	262, 282
Stevens Point	293, 299
Superior	See Duluth, Minn.
Wausau	238, 250, 264, 284
Wisconsin Rapids	277
Wyoming	
Casper	229, 264
Cheyenne	226, 266, 298
Powell	234, 258
Rock Springs	236, 248
Sheridan	262, 283

Proposed Amendments To Rules Governing FM

The following are the proposed amendments to the indicated Sections of Part 3, Subpart B, of the Commission's Rules governing Standard and FM Broadcast Stations:

3.203 Class A Stations.—

(a) A Class A station is a station which operates on a Class A channel and is designed to render service primarily to a community or to a city or town other than the principal city of an area, and the surrounding rural area. The transmitter power and antenna height of a Class A station shall normally be capable of coverage equivalent[2] to a minimum of 100 watts and a maximum of 1 kw effective radiated power and antenna height of 250 feet above average terrain, as determined by the methods prescribed in the Standards of Good Engineering Practice Concerning FM Broadcast Stations. Class A stations will not be authorized with more than 1 kw effective radiated power. Standard power ratings of transmitters used for Class A stations shall be not less than 250 watts nor more than 1 kilowatt. Class A stations will normally be protected to the 1 mv/m contour; however, assignment will be made in a manner to insure, insofar as possible, a maximum of service to all listeners, whether urban or rural, giving consideration to the minimum signal capable of providing service.

(b) The following frequencies are

[2] For the purpose of determining equivalent coverage, the 1 mv/m contour should be used.

(Continued on Page 72-B)

designated as Class A channels and are assigned for use by Class A stations:

Frequency (mc.)	Channel No.
92.1	221
92.7	224
93.5	228
94.3	232
95.3	237
95.9	240
96.7	244
97.7	249
98.3	252
99.3	257
100.1	261
100.9	265
101.7	269
102.3	272
103.1	276
103.9	280
104.9	285
105.5	288
106.3	292
107.1	296

These channels are available for assignment (1) in cities which are not the central city or cities of a metropolitan district, and (2) in central cities of metropolitan districts which have fewer than six Class B Stations.[3]

(c) The main studio of a Class A station shall be located in the city served and the transmitter shall be located as near the center of the city as practicable.

(d) No assignments will be made on channels 224, 240, 272 and 288 until July 1, 1947.

3.204 (b) The following frequencies are designated as Class B channels and are assigned for use by Class B Stations:

Frequency (mc.)	Channel No.
92.3	222
92.5	223
92.9	225
93.1	226
93.3	227
93.7	229
93.9	230
94.1	231
94.5	233
94.7	234
94.9	235
95.1	236
95.5	238
95.7	239
96.1	241
96.3	242
96.5	243
96.9	245
97.1	246
97.3	247
97.5	248
97.9	250
98.1	251
98.5	253
98.7	254
98.9	255
99.1	256
99.5	258
99.7	259
99.9	260
100.3	262
100.5	263
100.7	264
101.1	266
101.3	267
101.5	268
101.9	270
102.1	271
102.5	273
102.7	274
102.9	275
103.3	277
103.5	278
103.7	279
104.1	281
104.3	282
104.5	283
104.7	284
105.1	286
105.3	287
105.7	289
105.9	290
106.1	291
106.5	293
106.7	294
106.9	295
107.3	297
107.5	298
107.7	299
107.9	300

Proposed Amendments to Indicate Sections of Standards of Good Engineering Practice

I. DEFINITIONS

(1) Antenna height above average terrain.—(1) The term "antenna height above average terrain" means the height of the radiation center of the antenna above the terrain 2 to 10 miles from the antenna. (In general a different antenna height will be determined for each direction from the antenna. The average of these various heights is considered as the antenna height above average terrain.)

(2) Where circular or elliptical polarization is employed the antenna height above average terrain shall be based upon the height of the radiation center of the antenna which transmits the horizontal component of radiation.

II. ENGINEERING STANDARDS OF ALLOCATION

A. Sections 3.202 to 3.208 inclusive of the Rules and Regulations describe the basis for allocation of FM Broadcast Stations, including the division of the United States into Areas I and II.

B. FM broadcast stations shall determine the extent of their 1 mv/m and 50 uv/m contours in accordance with the methods prescribed in those Standards.

C. Although some service is provided by tropospheric waves, the service area is considered to be only that served by the ground wave. The extent of service is determined by the point at which the ground wave is no longer of sufficient intensity to provide satisfactory broadcast service. The field intensity considered necessary for service is as follows:

Table I

Area	Median Field Intensity
City business or factory areas	1 mv/m
Rural Areas	50 uv/m

A median field intensity of 3 to 5 mv/m should be placed over the principal city to be served and for Class B stations a median field intensity of 1 mv/m should be placed over the business district of cities of 10,000 or greater within the metropolitan district served. A field intensity of 5 mv/m should be provided over the main studio of a Class B station except as otherwise provided in Section 3.205 of the Rules. The location of the main studio of a Class A station is specified in Section 3.203 of the Rules. These figures are based upon the usual noise levels encountered in the several areas and upon the absence of interference from other FM stations.

D. A basis for all allocation of satellite stations has not yet been determined. For the present, applications will be considered on their individual merits.

E. The service area is predicted as follows:—Profile graphs must be drawn for at least eight radials from the proposed antenna site. These profiles should be prepared for each radial beginning at the antenna site and extending to 10 miles therefrom. Normally the radials are drawn for each 45° of azimuth; however, where feasible the radials should be drawn for angles along which roads tend to follow. (The latter method may be helpful in obtaining topographical data where otherwise unavailable, and is particularly useful in connection with mobile field intensity measurements of the station and the correlation of such measurements with predicted field intensities.) In each case one or more radials must include the principal city or cities to be served, particularly in cases of rugged terrain, even though the city may be more than 10 miles from the antenna site. The profile graph for each radial should be plotted by contour intervals of from 40 to 100 feet and, where the data permits, at least 50 points of elevation (generally uniformly spaced) should be used for each radial. In instances of very rugged terrain where the use of contour intervals of 100 feet would result in several points in a short distance, 200- or 400-foot contour intervals may be used for such distances. On the other hand, where the terrain is uniform or gently sloping, the smallest contour interval indicated on the topographic map (see below) should be used, although only a relatively few points may be available. The profile graph should accurately indicate the topography for each radial, and the graphs should be plotted with the distance in miles as the abscissa and the elevation in feet above mean sea level as the ordinate. The profile graphs should indicate the source of the topographical data employed. The graph should also show the elevation of the center of the radiating system. The graph may be plotted either on rectangular coordinate paper or on special paper which shows the curvature of the earth. It is not necessary to take the curvature of the earth into consideration in this procedure, as this factor is taken care of in the chart showing signal intensities (fig. 1).

The average elevation of the 8-mile distance between 2 and 10 miles from the antenna site should then be determined from the profile graph for each radial. This may be obtained by averaging a large number of equally spaced points, by using a planimeter, or by obtaining the median elevation (that exceeded for 50 per cent of the distance) in sectors and averaging these values.

To determine the distance to a particular contour, figure 1 concerning the range of FM broadcast stations should be used. This chart has been prepared for a frequency in the center of the band and is to be used for all FM broadcast channels, since little change results over this frequency range. The distance to a contour is determined by the effective radiated power and the antenna height. The height of the antenna used in connection with figure 1 should be the height of the center of the proposed antenna radiator above the average elevation obtained by the preceding method. The distances shown by figure 1 are based upon an effective radiated power of 1 kilowatt; to use the chart for other powers, the sliding scale associated with the chart should be trimmed and used as the ordinate scale. This sliding scale is placed on the chart with the appropriate gradation for power in line with the lower line of the top edge of the chart. The right edge of the scale is placed in line with the appropriate antenna height graduations and the chart then becomes direct reading for this power and antenna height. Where the antenna height is not one of those for which a scale is provided, the signal strength or distance is determined by interpolation between the curves connecting the equidistant points.

The foregoing process of determining the extent of the required contours shall be followed in determining the boundary of the proposed service area. The areas within the required contours must be determined and submitted with each application for these classes of FM broadcast stations. Each application shall include a map showing these contours, and for this purpose sectional aeronautical charts or other maps having a convenient scale may be used. The map shall show the radials along which the profile charts and expected field strengths have been determined. The area within each contour should then be measured (by planimeter or other approximate means) to determine the number of square miles therein. In computing the area within the contours, exclude (1) areas beyond the borders of the United States, and (2) large bodies of water, such as ocean areas, gulfs, sounds, bays, large lakes, etc., but not rivers.

In cases where the terrain in one or more directions from the antenna site departs widely from the average elevation of the 2 to 10 mile sector, the application of this prediction method may indicate contour distances that are different from those which may be expected in practice. In such cases the prediction method should be followed, but a showing may be made if desired concerning the distance to the contour as determined by other means. Such showing should include data concerning the procedure employed and sample calculations. For example, a mountain ridge may indicate the practical limit of service although the prediction method may indicate the contour elsewhere. In cases of such limitation, the map of predicted coverage should show both the regular predicted area and the area as limited or extended by terrain. Both areas should be measured as previously described; the area obtained by the regular prediction method should be given in the application form, with a supplementary note giving the limited or extended area. In special cases the Commission may require additional information as to the terrain in the proposed service area.

In determining the population served by FM broadcast stations, it is considered that the built-up city areas and business districts in cities having over 10,000 population and located beyond the 1 mv/m contour do not receive adequate service. Minor civil division maps (1940 census) should be used in making population counts, excluding cities not receiving adequate service. Where a contour divides a minor division, uniform distribution of population within the division should be assumed in order to determine the population included within the contour, unless a more accurate count is available.

4. INTERFERENCE STANDARDS

Field intensity measurements are preferable in predicting interference between FM broadcast stations and should be used, when available, in determining the extent of interference. (For methods and procedure, see sec. 5.) In lieu of measurements, the interference should be predicted in accordance with the method described herein.

Objectionable interference is considered to exist when the interfering signal exceeds that given by the ratios of table II. In table II the desired signal is median field and the undesired signal is the tropospheric signal intensity exceeded for 1 per cent of the time.

Table II

Channel Separation	Ratio of desired to undesired signals
Same channel	10:1
200 kc	2:1
400 kc	*
600 kc	*
800 kc and above	No restriction[1]

In the assignment of FM broadcast facilities the Commission will endeavor to provide the optimum use of the channels in the band, and accordingly may assign a channel different than that requested in an application.

In predicting the extent of interference within the ground wave service area of a station, the tropospheric signal intensity (from co-channel and adjacent channel stations) existing for 1 per cent of the time shall be employed. The 1 per cent values for 1 kilowatt of power and various antenna heights are given in figure 2, and values for other powers may be obtained by use of the sliding scale as for figure 1. The values indicated by figure 2 are based upon available data, and are subject to change as additional information concerning tropospheric wave propagation is obtained.[2]

In determining the points at which the interference ratio is equal to the values shown in table II, the field intensities for the two interfering signals under consideration should be computed for a considerable number of points along the line between the two stations. Using this data, field intensity versus distance curves should be plotted (e.g., cross-curves on graph paper) in order to determine the points on this path where the interference ratios exist. The points established by this method, together with the points along the contours where the same ratios are determined, are considered to be generally sufficient to perdict the area of interference. Additional points may be required in the case of irregular terrain or the use of directional antenna systems.

The area of interference, if any, shall be shown in connection with the map of predicted coverage required by the application form, together with the basic data employed in computing such interference. The may shall show the interference within the 50 uv/m contour.

NOTICE OF PROPOSED RULE MAKING AND HEARING

1. Notice is hereby given of proposed rule making in the above-entitled matter.
2. The proposed rules and regulations, which are amendments to existing rules and regulations and existing engineering standards, are set forth in the appendix attached to this notice.
3. The proposed rules and standards are issued under the authority of Sections 303 (c), 303 (r) and 307 (b) of the Communications Act of 1934, as amended.
4. Any interested person who is of the opinion that the proposed rules and standards should not be adopted or should not be adopted in the form set forth, may file with the Commission on or before May 1, 1947, a brief or written statement setting forth his comments.
5. In order that interested persons may have the opportunity to present testimony concerning the proposed amendments before the Commission, a hearing will be held for that purpose before the Commission en banc in Room 6121 at its offices in Washington, D. C. at 10 a.m. on May 8 and 9, 1947, at which time interested persons who have filed briefs or written statements may appear and submit evidence or argument on the proposed amendments.
6. Section 1.857 of the Commission's Rules and Regulations shall not apply to this proceeding.

[3] For the time being, until more FM broadcast stations are authorized, the Commission will not authorize Class A stations in central cities of metropolitan districts having four or more standard broadcast stations.

* To be determined.

[1] Intermediate frequency amplifiers of most FM broadcast receivers are designed to operate on 10.7 megacycles. For this reason the assignment of two stations in the same area, one with a frequency 10.6 or 10.8 megacycles removed from that of the other, should be avoided if possible.

[2] Fig. 2 will be available at some future date when sufficient measurements of tropospheric signals are available. Until that time, interference should be predicted on the basis of the ground wave chart (fig. 1).

FCC Actions

(Continued from page 69)

Decisions Cont.:

WBNY-FM Buffalo, N. Y.—Same except 7-27-47.

WRLC-FM Toccoa, Ga.—Same except 7-2-47.

KIDO-FM Boise, Idaho—Same except 9-30-47.

WSFA-FM Montgomery, Ala.—Granted mod. CP which authorized new FM station, for extension of commencement and completion dates to 4-1-47 and 10-1-47 respectively.

WMAZ-FM Macon, Ga.—Same except to 11-11-47 and 5-11-48.

KBMT San Bernardino, Calif.—Same except to 6-27-47 and 4-27-48.

WSYR-FM Syracuse, N. Y.—Same except to 5-15-47 and 11-15-47.

WMMW-FM Meriden, Conn.—Same except to 4-23-47 and 10-23-47.

KFAB Omaha—Granted license to cover CP which authorized new trans. DA-N, change frequency to 1110 kc power to 50 kw, hours of operation to unl. and move trans.

WCLE Clearwater, Fla.—Granted license to cover CP which authorized new station 680 kc 1 kw-D; cond. and for change of studio location.

WTBF Troy, Ala.—Granted license to cover CP which authorized new station 1490 kc 250 w unl.; cond.

WNGO Mayfield, Ky.—Granted license to cover CP which authorized new station 1320 kc 1 kw D; cond.

KDSJ Deadwood, S. D.—Granted mod. CP which authorized new station for approval of ant., of trans. location, to specify studio location and to change name of applicant to John Daniels, et al, d/b as Heart of The Black Hills Station.

KTBC Austin, Tex.—Granted license to cover CP.

KBOW Butte, Mont.—Granted license to cover CP which authorized new station 1490 kc 250 w unl.

KGBS Harlingen, Tex.—Granted mod. CP for extension of completion date to 5-1-47.

KWHI Brenham, Tex.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., for approval of trans. location and to specify studio location.

WIKY Evansville, Ind.—Granted mod. CP which authorized new station, for approval of ant., to change type trans., mount FM ant. on AM tower and for approval of trans. and studio locations.

WBPZ Lock Haven, Pa.—Granted license to cover CP which authorized new station 1230 kc 250 w unl.

KGVN Grass Valley, Calif.—Granted mod. CP for approval of ant., to make changes in trans. eqpt., approval of trans. and studio locations.

April 9 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

WOKO Albany, N. Y.—Announced memorandum opinion and order to deny petition for amendment, reconsideration and grant of license renewal application. Granted further extension of special temporary authorization for continued operation of WOKO until Aug. 31 in order to permit station to wind up affairs and terminate operation.

Van Curler Bcstg. Corp., Albany, N. Y.—Announced memorandum opinion and order denying petition for present consideration and grant of its application for CP new AM station 1460 kc 5 kw unl. (facilities of WOKO Albany). Application continues pending until June 1 at which time it is to be consolidated for hearing with any other applications to be filed for same facilities.

BY THE COMMISSION

Conditional FM Grants

The KCKN Bcstg. Co., Kansas City, Kan.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details (*).

Binghamton Press Co. Inc., Binghamton, N. Y.—Same.

The Fort Industry Co., Lima, Ohio—Same.

Altoona Bcstg. Co., Altoona, Pa.—Same.

The Valley Pub. Co., Harlingen, Tex.—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details(*).

Valley Evening Monitor Inc., McAllen, Tex.—Same.

Dairyland's Bcstg. Service Inc., Stevens Point, Wis.—Same.

Dairyland's Bcstg. Service Inc., Wisconsin Rapids, Wis.—Same.

Hearing Designated

Seattle Bcstg. Co., Seattle, Wash., and Everett Bcstg. Co. Inc., Everett, Wash.—Designated for consolidated hearing applications both requesting class B FM station.

York Bcstg. Co., York, Pa.; Reading Bcstg. Co., Reading, Pa., and Keystone Bcstg. Corp., Harrisburg, Pa.—Designated for consolidated hearing with applications of WDEL Inc. and Wilmington-Tri State Bcstg. Co. (previously designated), applications all requesting class B FM station.

TV—76-82 mc

Crosley Bcstg. Corp., Dayton, Ohio—Granted CP for new TV station; channel 5, 76-82 mc; vis power 50 kw aur 23 kw ant. 506 ft.; cond.

April 9 Applications . . .

ACCEPTED FOR FILING

AM—800 kc

WMGY Montgomery, Ala.—Special service authorization to operate on 800 kc 1 kw-D and 500 w-N unl. for period not to exceed 90 days.

AM—600 kc

KWRZ Flagstaff, Ariz.—CP change frequency from 1340 to 600 kc, increase power from 250 w DN to 1 kw-D and 250 w-N, install new trans. and make changes in vertical ant.

AM—1490 kc

KXCA Sacramento, Calif.—CP to install new trans.

Modification of CP

WRC-FM Washington—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

License for CP

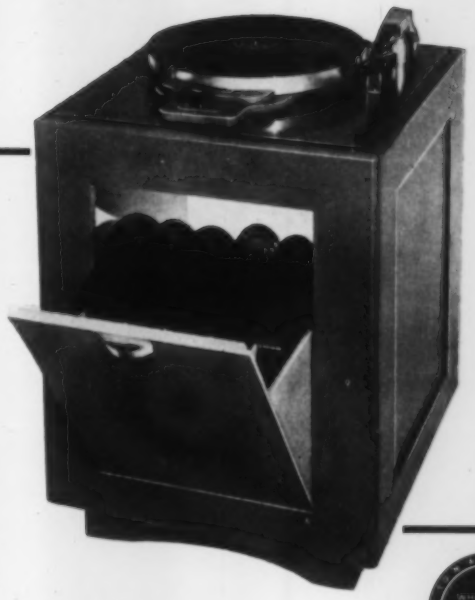
WEAR Pensacola, Fla.—License to cover CP, as mod., which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

(*) Comr. Durr for hearing.

(Continued on page 77)

FCC Correction

Application of WKLV Blackstone, Va., in March 28 FCC report should read as request for mod. of CP (authorizing new AM station) to change type of trans. instead of approval of ant., to change type trans. and trans. location.



MEN WHO KNOW KNOW REK-O-KUT Quality

Requests ANSWERED

We have been deluged with requests to supply consoles for mounting our G-2 transcription turntables. Standard type consoles lack the extra facilities which many transcription studios require in their daily work. These necessary facilities are incorporated in the New REK-O-KUT Transcription Console cabinet.

These new features are itemized for your approval.

Request	*Facility Incorporated*
1. RECORD HOLDER	A unique drop-front door which has a self-contained pocket for holding approximately 100 16 inch records. When the door is opened the records come clear of the cabinet, and any one can be selected and withdrawn from the compartment in a matter of seconds.
2. LEVELING LEGS	Four adjustable screw jacks are provided for leveling the console. These jacks have round flat plastic feet which are highly polished. The cabinets can be pushed easily without marring the floors.
3. CABINET RUMBLE	The motor panel is fitted snugly into a felt lined frame. No screws are used to fasten the panel to the cabinet. Its own weight plus that of the turntable keeps it securely mounted. This method of mounting isolates the motor panel from the cabinet. Transmission of outside vibrations is thereby reduced to a minimum.
4. ELECTRICAL FACILITIES AND MAINTENANCE	All electrical outlets are attached to the motor panel. Installation and servicing are simplified.
5. VENTILATION	The motor chamber is completely ventilated.
6. CONSTRUCTION	Piano type construction is used for rigidity.
7. FINISH	Metallic grey—one coat of filler and three coats of lacquer insures fine finish that will not chip.
8. DIMENSIONS	Furnished with cutouts for REK-O-KUT turntables or blank. 32" high x 24" wide x 26" deep.

MODEL C-7 . . . furnished with Motor Panel cut out for installing REK-O-KUT Model "V" Recording Turntable or REK-O-KUT Model "G" Transcription Turntable.

MODEL C-7A . . . furnished with a Blank Panel for installations of other make turntables.

Write for illustrated literature now—

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When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Campbell-Porgie

It Might Have Been A Different Story

On Transcriptions: **Associated, George Towne; Capitol, Gene Krupa; Lang-Worth, Chuck Foster, Four Knights; World, Eddy Howard; Thesaurus, Novatime Trio; MacGregor, Barclay Allen.**

On Records: **Tex Beneke, Vic. 20-2123; Buddy Clark, Col. 37302; Hal Derwin, Cap. 377.**

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
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Here's why you should choose this

The 20T 1 kw AM Transmitter

1000/500 Watts—The 20T will deliver 1000 watts fully modulated to your antenna on any specified frequency between 540-1600 kc. Instantaneous power reduction is accomplished merely by turning a switch.

High Fidelity Performance—Inverse feedback in the audio circuit maintains brilliant performance over normal changes in operating conditions. R-f power amplifier filaments are connected in quadrature to reduce the noise level. The audio frequency response varies less than 1 db from the mean value between 30-10,000 cps. Distortion is less than 3% up to 95% modulation. The residual noise level is more than 65 db below 100% modulation.

Dependable Operation—Two complete temperature controlled oscillators are furnished, with selection by means of a tap switch. Recycling d-c overload relays keep the transmitter on the air after a transient surge, yet will shut down the equipment and protect the circuits if the overload results from a damaged transmission line or other failure. This transmitter is rated for continuous duty at + 45° C.

Convenient Controls—Centralized controls and eye level meters contribute to the ease of operation. All principal circuits are metered. Variable tuning elements are motor driven.

Accessibility—The 20T is the first kilowatt transmitter to utilize two bay construction and vertical chassis, with all tubes accessible from the front of the transmitter and visible through the front doors. Opening a door operates both electrical and mechanical interlocks; closing the door restores the transmitter to normal operation.

The 212A Studio Console

The 212A Studio Console—Provides all facilities for auditioning or rehearsing, cueing, and broadcasting simultaneously from any combination of two studios, an announce booth, a control room announce microphone, two turntables, and nine remote lines. Designed especially for simultaneous operation of AM and FM transmitters.

Features—10 independent input channels—8 preamplifiers—2 program amplifiers—9 remote lines—monitor amplifier—talkback circuits—on-the-air light connections—2 VU meters—telephone type push button switches—can be tilted while in operation—30-15,000 cps audio response—less than 1% distortion—5 speaker monitor output—suitable for AM *and* FM.

Collins AM Kilowatt Combination

1. **Impressive and attractive styling that will enhance the beauty of your station.**
2. **Substantial appearance and sturdy construction.**
3. **Precise engineering and heavy duty components, conservatively operated, to give you efficient and continuous operation.**
4. **High fidelity through all circuits to safeguard the brilliance of your programs.**
5. **Prompt delivery.**

The 213A Transcription Turntable—For recording and reproducing with higher broadcast quality.

Features—78.26 rpm and 33.33 rpm ± 0.5%.

Speed regulation (wow) not more than 0.07% rms at 78.26 rpm; not more than 0.13% rms at 33.33 rpm.

Starting time (to full speed from slipping record) 1/8 revolution at 33.33 rpm, 1/3 revolution at 78.26 rpm.

Speed change by lever action with motor either running or stopped.

Maximum of 5 seconds between recording and playback for 15 minute recording under normal recording conditions.

Negligible hum and rumble—motor is suspended on rubber shockmounts and turntable is driven by two rubber idler wheels. Hysterisis motor is employed.

Constant peripheral speed—idlers are self-aligning, and are removed from contact with turntable when the unit is not in operation. The rubber idlers are always circular in shape and never become distorted.

Your choice of pick-up group.

Write today for illustrated bulletins describing these newly completed units. Order now for prompt delivery.

FOR BROADCAST QUALITY, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y. **458 South Spring Street, Los Angeles 13, California**

2.17 Billion in Projects Halted by CPA Program

OPERATION of the veterans housing program order, invoked in late March 1946 by Civilian Production Administration, shut off $2,171,707,000 worth of proposed industrial, commercial and institutional building, according to CPA. The figure approaches the maximum of 2½ billion which former CPA Administrator John D. Small had said must be trimmed in a year to expedite veterans housing.

Under the CPA order broadcasters are permitted construction projects under $1,000 without a permit, with local board approval required for larger projects and Washington review permitted in case of denial. The 2½ billion figure does not include projects discouraged before formal CPA denial. Though no official word has been received, the CPA restrictions are expected to be lifted before summer.

SIR HARRY GREER 71, television pioneer and former chairman of Baird Television Ltd., died March 20 in London. Death marked the anniversary—March 20, 1934—of address to Baird shareholders via ultra-shortwave television demonstrating feasibility of broadcasting living images. He was former Conservative member of Parliament.

VIDEO POLL BY WBKB

Sensational Increase Is Indicated in Chicago Area Television Audiences

RESULTS of the first television poll in Chicago, conducted by WBKB and released April 3, indicated not only a sensational increase in the size of the Chicago television audience but an overwhelming preference for sports and other action type entertainment.

Statistically, WBKB mailed out 1,071 four-page questionnaires, with twelve questions concerning preferences of television broadcast hours and programs. The survey was based on WBKB programs for the week of Feb. 16-22.

W. C. Eddy, WBKB television director who authorized the survey, said that 40.5 of the questionnaires were returned, indicating that an average of 4,400 guests witnessed programs on an estimated 1,700 home sets in the Chicago area. An additional 5,382 persons witnessed WBKB television broadcasts in taverns and other places of business during the test period, Capt. Eddy disclosed. Based on returns received by WBKB, Chicago television audiences prefer observing programs from 1:00 p. m. to 5:00 p. m. and from 7:00 p. m. to 12:00 midnight.

Nighttime audiences are nearly twice as large as daytime audiences, the survey disclosed. Sunday and Friday are favorite nighttime listening periods, with Monday afternoon topping all daytime listening periods. As anticipated by WBKB, Capt. Eddy said, remote shows, particularly sports, topped all other types of television programs with 50%.

Live shows rated 30% and film shows 30%. However, WBKB's audience did not indicate they preferred sports to the exclusion of other programs. It was notable, Capt. Eddy declared, that answers indicated a desire for more dramatic, educational and news shows from the studio.

AMERICAN HOME EARNS RECORD NET FOR YEAR

NET INCOME of American Home Products Corp. rose from $5,824,836 in 1945 to $8,897,921 in 1946, while sales increased 23% over 1945 to $142,680,212, highest in the company's history.

Part of this increase was attributed to inclusion of operations of businesses purchased during 1946, including Chef Boy-Ar-Dee Quality Foods and Joseph Burnett Co. The company acquired the entire stock of the 275 Madison Corp., which houses most of the New York offices. Volume of business was apportioned as follows: Ethical drugs 32%, foods 31%, packaged drugs 19%, household products 11%, colors and dyes 4% and cosmetics 3%.

New York's Video Dealers Will See Exhibit of Sets

MORE than 1,000 franchised television receiver dealers in the New York metropolitan area have been invited to visit the exhibit of receivers in connection with the Television Institute, to be held April 14-15 at the Hotel Commodore, New York, under the auspices of *Televisor*, and to witness telecasts of the baseball games on both afternoons. In addition to the sets on display, the exhibit will also contain more than 100 photographs of outstanding video commercials, shown by Young & Rubicam, Duane Jones Co., Gardner Advertising, The Fair Store, WBKB Chicago and WRGB Schenectady.

In addition to the 51 talks to be given during the seven panels, four seminars and two luncheon sessions, the two-day meeting will also present some demonstration video shows, with the audience participating as camera operators, directors and spectators.

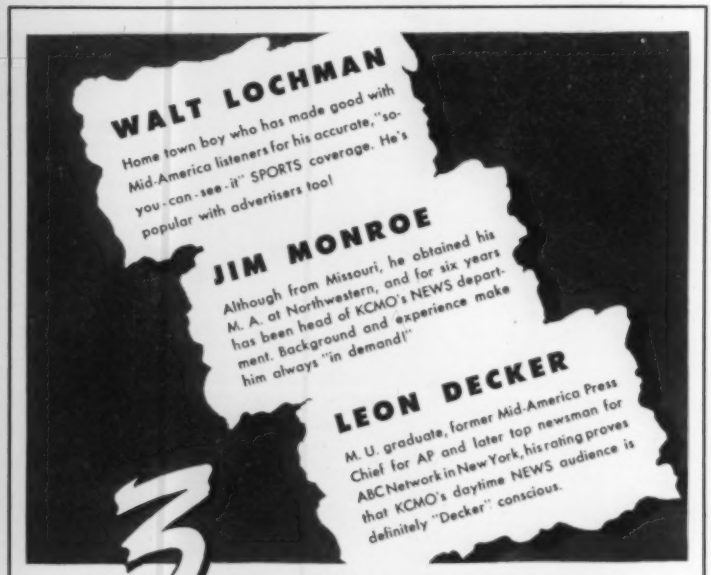
SPONSOR VISITED AGENCY when Henry P. Bristol (r), president and general manager of Bristol-Myers, in Hollywood on business, dropped in to chat with Tom Lewis, Young & Rubicam Inc., vice president in charge of radio and Hollywood operations. Mr. Bristol's organization currently sponsors *Duffy's Tavern* and *The Alan Young Show* on NBC.

Detroit Theatre Pushed As Radio Producing Hub

HENRY H. REICHHOLD, president of Reichhold Chemicals Inc., and *Musical Digest* magazine, which sponsors the ABC *Sunday Evening Hour* program feauring the Detroit Symphony, is currently making a strong bid to secure wide use of Detroit's Music Hall theatre as a radio production center, it was announced last week by Kenyon & Eckhardt, New York, agency handling the *Sunday Evening Hour*.

The theater is now the origination point of the Sunday evening Detroit Symphony program and during the past few months has been equipped with modern theatrical necessities, including broadcasting studios, rehearsal studios and transcription and recording facilities. Television performances from the Music Hall also are being planned.

Arrangements have been made for a complete producing, writing, designing, arranging and music staff to go into operation under the direction of William Merrill and Richard Charlton, experts in these fields. The agency also reported that blueprints now being drawn up will offer package shows for sponsors in Michigan.


WALT LOCHMAN
Home town boy who has made good with Mid-America listeners for his accurate, "so-you-can-see-it" SPORTS coverage. He's popular with advertisers too!
JIM MONROE
Although from Missouri, he obtained his M. A. at Northwestern, and for six years has been head of KCMO's NEWS department. Background and experience make him always "in demand!"
LEON DECKER
M. U. graduate, former Mid-America Press Chief for AP and later top newsman for ABC Network in New York, his rating proves that KCMO's daytime NEWS audience is definitely "Decker" conscious.

3 GOOD REASONS

why KCMO programs are keeping right up with KCMO's growth toward a bigger, more powerful station (50,000 watts Day, 10,000 watts Night, at 810 KC—now under construction).

These are representative "samples" of the talented, wide-awake KCMO staff that is turning out popular appeal programs for a listening Mid-America.

National Representative: John E. Pearson Co.

KCMO

Basic ABC • Kansas City, Mo.

The Shortest Route To Results in This Area Is Via

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

Contact

JOS. WEED & CO.

350 Madison Ave., New York

5000 WATTS SOON!

FCC Actions

(Continued from page 73)

Applications Cont.:

AM—1350 kc

KRLC Lewiston, Ida.—Special service authorization to operate on 1350 kc 250 w unl. for period ending not later than Aug. 1.

Modification of CP

WGL Fort Wayne, Ind.—Mod. CP which authorized change in frequency, increase in power, installation of new trans. and DA-DN and change trans. and studio location, for extension of completion date.

WSFC Somerset, Ky.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans. for approval of trans. location and to change studio location.

WGUY Bangor, Me.—Mod. CP which authorized new AM station, for approval of ant., to change type trans. and for approval of trans. and studio locations.

Assignment of License

WBRK Pittsfield, Mass.—Voluntary assignment of license to Greylock Bcstg. Corp.

Modification of CP

WMBH Joplin, Mo.—Mod. CP which authorized changes in ant. and installation of FM ant., to change type trans. and for extension of completion date.

KXLC Lewiston, Mont.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

WMFR High Point, N. C.—Mod. CP which authorized changes in vertical ant. and installation of FM ant., to make changes in vertical ant. and extend completion date.

KVOS Bellingham, Wash.—Mod. CP, as mod., which authorized increase power, installation of new trans. and DA-DN and change trans. location, for extension of completion date.

AM—730 kc

Columbia Basin Bcstg. Corp., Ephrata, Wash.—CP new AM station 730 kc 250 w D.

TENDERED FOR FILING
(Since Feb. 7)

AM—790 kc

Ware Bcstg. Co., Waycross, Ga.—CP new AM station 790 kc 1 kw D.

Modification of CP

WDEV Waterbury, Vt.—Mod. CP to make changes in ant. system using 1 kw unl. DA-DN.

AM—1010 kc

WINS New York—Mod. license to operate with 50 kw-D 10 kw-N with DA-DN, pending issuance of license for 50 kw unl.

April 10 Decisions . . .

DOCKET CASE ACTIONS
(By the Commission)

AM—1050 kc

Northern Kentucky Airwaves Corp. and Northern Kentucky Radio Corp., Covington, Ky.—Announced adoption of proposed decision to grant application of Northern Kentucky Airwaves Corp. for new AM station 1050 kc 250 w D and to deny mutually exclusive application of Northern Kentucky Radio Corp.

AM—1490 kc

WLOX Bcstg. Co., Biloxi, Miss. and WGCM Bcstg. Co., Gulfport, Miss.—Adopted final decision granting application of WLOX Bcstg. Co. for new station at Biloxi, 1490 kc 250 w unl., cond.; denied application of WGCM Bcstg. Co. for same facilities. Comr. Jett voted for grant of WGCM and denial of WLOK Bcstg. Comr. Durr voted to deny both applications.

By COMMISSION EN BANC

FM Conditional Grants

LaGrange Bcstg. Co., La Grange, Ga.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

Fulton County Bcstg. Co., Canton, Ill.—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details.

Queen City Bcstg. Co. Inc., Boise, Ida.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

Modern Bcstg. Co. of Baton Rouge Inc., Baton Rouge, La.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

William H. Miller, Painesville, Ohio—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details.

Coshocton Bcstg. Co., Roscoe, Ohio—Same.

James B. Littlejohn, Ogden, Utah—Same.

Tulare-Kings Counties Radio Assoc., Fresno, Calif.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

Amphlett Printing Co., San Mateo, Calif.—Authorized conditional grant for class B FM station in lieu of class A granted on Jan. 23.

Clinton Bcstg. Corp., Clinton, Iowa—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

Broadcast Management Inc., Bethesda, Md.—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details.

James R. Doss Jr., Tuscaloosa, Ala.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

McClatchy Bcstg. Co., Modesto, Calif.—Same.

Birney Imes Jr., Meridian, Miss.—Same.

Gale Bcstg. Co. Inc., Oak Park, Ill.—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details.

Batavia Bcstg. Corp., Batavia, N. Y.—Same.

Clark Assoc. Inc., Buffalo, N. Y.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

Greater Erie Bcstg. Co., Buffalo, N. Y.—Same.

Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—Same.

Greenville Bcstg. Co., Greenville, S. C.—Same.

Tennessee Valley Bcstg. Co., Chattanooga, Tenn.—Same.

Robert W. Rounsaville, Cleveland, Tenn.—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details.

Citizens Bcstg. Co. Inc., Abilene, Tex.—Same.

Claudia T. Johnson, Austin, Tex.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

Sky Bcstg. Service, Dallas, Tex.—Same.

Arlington-Fairfax Bcstg. Co. Inc., Arlington, Va.—Authorized conditional grant for class A FM station, subject to further review and approval of engineering details. (Comr. Durr voting for hearing.)

Ohio Valley Bcstg. Corp., Parkersburg, W. Va.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details.

Central Bcstg. Co., Wausau, Wis.—Authorized conditional grant for class B FM station, subject to further review and approval of engineering details. (Comr. Durr for hearing).

FM—Unassigned

The Huntsville Times Co. Inc., Huntsville, Ala.—Authorized CP new FM station class B; channel to be assigned after final proceeding in Docket 6768; ERP 10 kw; ant. 1,150 ft. above average terrain.

Modification of CP

King-Trendle Bcstg. Corp., Detroit—Granted mod. CP to move ant. site, change from channel 5 to 7, (174-180 mc), change trans. and ant.

FCC Correction

IN MATTER of proposed amendments of Part 13 of Commission's Rules governing commercial radio operators, notice is given of correction of FCC report issued April 4 to change date for filing objections to amendments adoption from April 11 to April 25.

April 10 Applications . . .

ACCEPTED FOR FILING

FM—Unassigned

Pacific Bcstg. Co., Los Angeles—CP new FM station class B on frequency to be assigned by FCC, ERP 48.125 kw. AMENDED to change stockholders (redistribution of stock).

Modification of CP

WHMB Washington—Mod. CP which authorized new FM station, to specify trans. site, type trans., 10 kw, frequency as "To be assigned by FCC" and specify ant. system.

License for CP

WWGS Tifton, Ga.—License to cover CP, as modified, which authorized new AM station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WCFL Chicago—Mod. CP which authorized increase in power, install new trans. and make changes in DA-DN; for extension of completion date.

WBT Charlotte, N. C.—Mod. CP, as mod., which authorized installation of new DA-N, for extension of completion date.

KOBE Odessa, Tex.—Mod. CP which authorized new AM station, for extension of commencement and completion dates.

License for CP

KVOU Uvalde, Tex.—License to cover CP, as mod., which authorized new AM station and for change of studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KFXM-FM San Bernardino, Calif.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1270 kc

KCOK Tulare, Calif.—CP to change frequency from 1240 to 1270 kc, increase power from 250 w to 1 kw, install new trans. and install DA-N. AMENDED to change DA-N.

AM—1540 kc

Dale S. Crowley, Washington—CP new AM station 1540 kc 1 kw D. AMENDED to change trans. location.

TV—6800-7050 kc

W9XBB Chicago—CP to install new vis trans. change frequency, power, emission and ant. system, frequencies: 6800-7050 kc vis power of 0.1 w (peak) emission: vis special for FM unl.

Modification of CP

WMIX-FM Mt. Vernon, Ill.—Mod. CP, as mod., which authorized new FM station, to change trans. site, ERP to 13.7 kw; ant. height above average terrain to 546 ft; make changes in ant. system and change commencement and completion dates.

WEEK Peoria, Ill.—Mod. CP, as mod., which authorized new AM station, for extension of completion date.

Fort Wayne Bcstg. Inc., Fort Wayne, Ind.—Mod. CP which authorized new AM station, for approval of ant., to change type of trans. and for approval of trans. location. AMENDED re changes in ant.

W10XBV Manhattan, Kan.—Mod. CP, as mod., which authorized new experimental TV station, for extension of completion date.

Paducah Newspapers Inc., Paducah, Ky.—Mod. CP which authorized new FM station, for extension of completion date.

AM—1520 kc

Northampton Bcstg. Co., Northampton, Mass.—CP new AM station 1120 kc 250 w D. AMENDED to change frequency from 1120 to 1520 kc.

Assignment of Grant

Leon Podolsky, Pittsfield, Mass.—Vol-

(Continued on page 81)

WE ARE IN THE PINK

Yes, the Grand Valley of Western Colorado is a riot of color these days, with millions of peach trees in bloom. Fruit raising contributes over Five Million Dollars to the annual economy of this area. Thus, it is both literally and figuratively true that

KFXJ

Serves a PEACH of a MARKET at

GRAND JUNCTION, COLORADO

Represented by Homer Griffith Company

Gets Around!

Your best sales representative in Alabama is WSGN because we get around both in town and country. . . . And you need a lot of hands to equal WSGN's sales coverage in this area. Examine the latest audience preference surveys — you'll see that with the all-day (8 A.M.-6 P.M.) listeners WSGN is Alabama's leading station!

ALABAMA'S BEST BUY FAR!

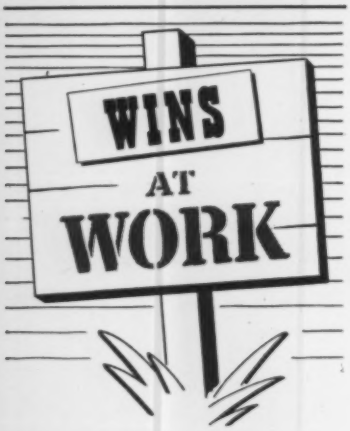
WSGN

THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA

Represented Nationally By Headley-Reed

It's
kglo
MASON CITY, IOWA
SOUTHERN MINNESOTA
MASON CITY
NORTHERN IOWA
Want an ideal test market? Then it's KGLO, with its dominant coverage of both a rural and urban area.
1300 K.C. 5000 WATTS CBS AFFILIATE
WEED & COMPANY, REP.
A Lee STATION



Means every effort is being exerted to make it a better vehicle for listeners and an honest, resultful medium for advertisers.

WINS

CROSLEY BROADCASTING CORPORATION

ASK LOWER TV RATES

Prices Should Be Tailored to Local Advertising Pocketbooks, WFIL Executive Asserts

ROGER W. CLIPP, general manager of WFIL Philadelphia, last week called for "television rates tailored to suit the budgets of local retail advertisers" at a meeting of advertising men and women at Philadelphia's Poor Richard Club.

Mr. Clipp spoke at "Television—Today and Tomorrow" panel sponsored by WFIL. "Initial commercial television rates must be low enough to appeal to the average local advertiser," he declared. He said such a popular price policy will enable television broadcasters to begin operations with all their available programs on a commercial basis.

"Glamorous Hollywood settings for television shows can now be dispelled as being horse-and-buggy plans. It has been proved that most basically-good radio programs will make good television shows. The preferences of telescanners now indicate that elaborate super-productions may prove to be highly-impractical," Mr. Clipp asserted.

Other speakers on the Poor Richard panel held divergent views on the origination of telecasts. Paul Mowrey, television director of ABC, declared, "Television programs will be originating from smaller cities because the television camera will go where news is being made." Samuel Cuff, former manager of Du Mont's WABD, predicted that "New York and Hollywood will be the bases for network operations, because actors from the theatre—not radio—will perform for television."

Denny

(*Continued from page 18*)

another expediting procedure at some later date.

He did express "hope" that the plan would meet the May 1 deadline insofar as Line 2 applications are concerned. These tougher engineering cases, which heretofore have had little chance of getting through the line in less than nine to 12 months, were primarily responsible for the expediting plan. If these are cleared up, Mr. Denny said, the engineers can then concentrate more fully on applications now in Line 1.

While he made no predictions, his views on the expediting procedure did not conflict with earlier forecasts that the more difficult cases—those in Line 2—would be completely processed by May 1 or within a few days afterward at the outside, while the simpler, Line 1 cases would not be [BROADCASTING, April 7].

DeMille in Court

CECIL B. DeMILLE presented argument for rights to membership in AFRA despite his refusal to pay one dollar political assessment in Nov. 1944, before California State Supreme Court on April 10. Neil McCarthy, counsel for Mr. DeMille, offered argument supporting contention following grant of such hearing by state's highest court in February. Previously two lower courts had supported union's right to expel him from membership. With expulsion Mr. DeMille was forced to relinquish post of director-m.c.-narrator on weekly CBS Lux Radio Theatre.

KENNETH W. STOWMAN HEADS VIDEO AT WFIL

KENNETH W. STOWMAN, assistant to General Manager Roger W. Clipp of WFIL Philadelphia, has been named director of television. Announcement was made by Mr. Clipp at a television dinner given by WFIL for the Philadelphia Club of Advertising Women.

Mr. Stowman

Mr. Stowman will be relieved of station duties to devote full time to construction and opening of WFIL's TV outlet, for which a CP has been granted. He joined WCAU Philadelphia in 1927; served as radio officer in the Philadelphia office of Navy public relations and on the staff of Vice Admiral C. E. Rosendahl, at the Lakehurst air station. In 1945 he joined WFIL. He is a member of Poor Richard Club, Kiwanis Club and Fifty Club.

Mr. Clipp said Mr. Stowman's long experience in radio and his community contacts give him an ideal background for the position.

Young and West Criticize Rising Advertising Costs

ADVERTISERS must reduce their costs by getting more for the advertising dollar, Thomas H. Young, advertising director of U. S. Rubber Co. and ANA board chairman, told the Chicago Federated Advertising Club Thursday.

Paul B. West, ANA president, also called for increasing costs and said advertising techniques were proved sound during the war and can do a comparable job in building a better future. Both speakers doubted if advertising could double its budget in an effort to double the American economy. Mr. Young said that while product selling is the first problem of the advertiser, manufacturer and human relations are becoming increasingly important and will consume much of a proposed industry program prepared by a joint ANA-AAAA committee for presentation to the AAAA next Thursday in New York.

Kearney to MBS

DON L. KEARNEY, on the sales staff of the Katz Agency, on April 21 joins the cooperative program sales department of Mutual Broadcasting System, it was announced last week.

GOP-FCC

(*Continued from page 18*)

plied by probability that request for supplementary funds to expand staff before end of fiscal year, having been delayed so long in committee, will not be heard at all. Commission has asked for $82,000 early this year [BROADCASTING, Feb. 24] to increase its staff before the end of the fiscal year in order to catch up on its backlog of station applications. An Appropriations Committee source pointed out that the request applied to the third quarter of fiscal 1947, and that the fourth quarter is already entered with no prospect of the request getting sufficient priority to take effect before the end of the fiscal year.

DISCUSSING plans for next year's CBS *School of the Air* at New York headquarters are (l to r): Robert Hudson, CBS director of education; E. W. Ziebarth, CBS Central Division education director; Ruth Miller, assistant director of education for WCAU Philadelphia; Richard Linkroum, program manager of WTOP Washington; Hazel Kenyon Markel, WTOP education director; Fred Garrigus, education director of WEEI Boston; Leon Levine, CBS assistant director of education and producer of *School of the Air*.

Radio Technique Advised For GOP Women Politicos

RADIO AND ADVERTISING techniques for effective political action were urged last Thursday by Rep. Margaret Chase Smith (R-Me.) in an address to Republican women leaders.

Speaking before a luncheon of the National Republican Women's Club, Rep. Smith advised GOP women to take a cue from "daytime radio serials" to arouse greater political interest in women voters. Women, she said, do not like to listen to "sterile and stilted speeches at night" when they have less time to listen.

The morning hours, ordinarily devoted to the conventional serial type program, could be effectively used, she said.

Joins NBC Early

KSYL ALEXANDRIA, LA., joined NBC on April 5, several weeks ahead of schedule, it was announced last week by Easton C. Woolley, NBC director of stations department. Owned by the Fox Broadcasting Co., the station operates full time on 250 w and 1400 kc.

PHILCO DENIES RUMORS OF VIDEO RELAY CIRCUIT

REPORTS that Philco Radio Corp. is preparing to establish a radio relay circuit for transmitting television programs between New York and Washington have been denied by Ernest B. Loveman, general manager of Philco's video station, WPTZ Philadelphia.

Mr. Loveman said that his company is "intensely interested" in the development of radio relays for television and that an exhaustive research program is being carried on in that field. He cited the "almost daily" pickup of programs from WNBT New York (NBC) for simultaneous broadcast on WPTZ, which last fall became the first affiliate in the NBC television network, as an example. These programs are transmitted to Philadelphia via a relay station designed, erected and maintained by Philco engineers.

Work is now under way to transform this one-way radio relay into a two-way proposition and tests have been made in sending signals from Philadelphia to New York, Mr. Loveman said, but he reported himself unable to say when this northbound relay may be ready.

COY DUTIES REALIGNED AT 'WASHINGTON POST'

WAYNE COY, executive vice president and general manager of WINX Washington, on May 1 will be detached from his duties as assistant to the publisher of the *Washington Post* to devote full time to the newspaper's expanding radio properties. In addition to WINX, he is supervising installation of a high-power FM adjunct, to supplant the present temporary WINX-FM. Facsimile experimentation also is under his direction. R. C. O'Donnell, station manager, becomes assistant general manager.

Mr. Coy

Succeeding Mr. Coy as assistant to the publisher of the *Post* is Alexander F. Jones, managing editor since 1935. Named managing editor is James Russell Wiggins, for the past year assistant to the publisher of the *New York Times* and liaison with WQXR and other *Times* radio properties.

Eugene Meyer, who with Mrs. Meyer own the *Post*, will serve as chairman of the executive board.

Mr. Coy is a member of the NAB board representing small stations, and a member of the FM Assn. board. He is a former assistant to President Roosevelt.

Floridians Meet

FLORIDA Association of Broadcasters will hold its annual meeting at the Tutwiler Hotel, Birmingham, Ala., April 30, according to an announcement last week by FAB president Jim LeGate, WIOD Miami. FAB officers for the current year will be elected during the afternoon session.

Derr Is Named Assistant Sports Director of CBS

JOHN J. DERR, who has been on CBS Sports Director Red Barber's staff since September, 1946, has been appointed CBS assistant director of sports. He succeeds Jimmy Dolan who resigned several weeks ago.

Mr. Derr

From 1939 until 1942 Mr. Derr directed the sports staffs of the Greensboro, N. C., *Daily News* and *Evening Record*. Entering the Army in April, 1942, he served 30 months in the CBI Theatre as sports editor of the *CBI Roundup*, the theatre's official newspaper. He also did several sports broadcasts for the AFRS.

Mr. Derr has been editor of Red Barber's five times weekly sports program on CBS since last January.

The COMBINATION to GEORGIA

all CBS available at combination rates

WGST ATLANTA
WMAZ MACON
WTOC SAVANNAH

THE GEORGIA MAJOR MARKET TRIO

REPRESENTED BY
THE KATZ AGENCY, INC.

In April WLAW GOES 50,000 WATTS on 680 kilocycles

April 1947, WLAW becomes New England's most powerful radio station and NEW ENGLAND'S BEST RADIO BUY . . . covering that vital sales area from Portland, Maine to Newport, Rhode Island. Studios in Boston, Lawrence and Lowell, Mass.

Basic Station: American Broadcasting Co.

NATIONAL REPRESENTATIVES: WEED & CO.

KFMB sells SAN DIEGO

San Diego is on top! Consistently listed in Sales Management's "High Spot Cities" for high, above average sales and buying power—KFMB is your contact with this market from the "inside".

KFMB

* Now operating KFMB-FM

BASIC AMERICAN NETWORK (Pacific Coast)

SAN DIEGO, CALIF.

Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Battle Is On for Political Radio Time

Reece Asserts Free Time Given Truman April 5 Was 'An Abuse'

BATTLE FOR RADIO time in waging the 1948 Presidential campaign was touched off last Monday by GOP National Chairman Carroll Reece.

Mr. Reece served notice on three networks—NBC, MBS and ABC—that he may request free time equal to that given President Truman during the $100-per-plate Jefferson Day dinner April 5. He declared the President's address was part of the Democrat's fund-raising campaign and constituted "an abuse of radio facilities, and possibly a violation, of the spirit at least, of the legal restrictions upon political contributions by corporations."

He estimated value of the free time at $30,000 in addition to approximately $200,000 brought to Democratic party coffers "as the result of the Washington dinner alone . . ."

Both parties are fully alert to radio's effectiveness in reaching the electorate and both have benefitted by free time. An appreciable amount of time was given the GOP during its Lincoln Day campaign for funds. Republican Congressmen are heard regularly by radio listeners in home districts, either through regularly scheduled live broadcasts or by recordings made in Washington and shipped to stations. At least 25 GOP Congressmen have weekly or bi-monthly programs—presented as public service—with possibly an additional 50 legislators expecting to complete arrangements for free time.

Statistics Unavailable

A significant number of Democratic Congressmen enjoy the same air privileges although party headquarters in Washington does not yet have statistics available.

During the 1946 Congressional elections Democrats and Republicans alike bought time from the networks and local stations [BROADCASTING, Feb. 10], and are planning an even greater purchase during the Presidential campaign.

Mr. Reece's complaint was voiced in letters to: Mark Woods, president, ABC; Edgar Kobak, president and general manager, MBS; and Niles Trammell, president, NBC. CBS did not carry the Presidential address. Text of Mr. Reece's letter follows:

On Saturday night, April 5, three of the four major radio networks of the country, including your own, were tied up for 20 minutes by the broadcast of a speech delivered by Mr. Truman from the Jefferson Day $100-per-plate dinner in Washington, D. C. As made clear by the announcers, the purpose of this dinner in Washington, and of similar dinners held throughout the country on the same day, was to raise campaign funds for the Democrat National Committee, presumably for use in preparation for, and during, the 1948 Presidential campaign. In view of the fact that the chairman of the Democrat National Committee, Robert E. Hannegan, and the executive director of that Committee, Gael Sullivan, have both publicly announced the belief that Mr. Truman will be a candidate for the Presidency next year, it would perhaps be justifiable to say this affair was staged for the purpose of helping to raise Mr. Truman's own campaign fund.

I am informed by those familiar with such matters that the normal cost of the radio time thus utilized for campaign fund-raising purposes would be approximately $30,000 and the newspaper reports state that as a result of the Washington dinner alone the Democrat National Committee was enriched by approximately $200,000.

It seemed to me for many years past that such use of free radio time for the avowed purpose of raising campaign funds constitutes an abuse of radio facilities, and possibly a violation, of the spirit at least of the legal restrictions upon political contributions by corporations. I realize, of course, that this is an inherited abuse for which I am not inclined to hold the broadcasting companies responsible. It is, in my opinion, one of the many heritages from the days when public office was considered private property. I fear the impression has grown up that free radio time is a royal perogative, something to be given without question whenever requested and without regard for the purpose to which it may be devoted. I feel confident that the broadcasting industry must regard this not not only as a nuisance, but as a very expensive nuisance, for the reason I have indicated above. And I am quite sure that the listening public is not at all enthusiastic about having the nation's broadcasting facilities tied up for political purposes at a time when many would prefer to listen to their favorite programs.

However, this use of free radio time has come to be accepted, and so long as the present Administration remains in power, I see no possibility of any change in that situation. In view of the frankly partisan nature of the address delivered by Mr. Truman (in addition to the fund-raising phase to which reference has been made) I believe that I would be justified in asking on behalf of the Republican Party that an equal amount of free time at a comparable period be allocated to us when it might best suit the convenience and interests of the Party. I assure you, however, that if such an allocation of time should be requested and granted it would be used for proper political purposes—not as an excuse for extracting reluctant campaign contributions from the pockets of office-holders.

I do not at this time make that request, but I think in all fairness I should let you know that I do not foreclose that possibility if future developments should, in my opinion, justify such a request.

Legislative Mill

H. R. 165—To authorize House Interstate & Foreign Commerce Committee to investigate "the administration of the provisions of the Communications Act of 1934 . . . or interstate or foreign communication by wire or radio, or interstate or foreign transmission of energy by radio . . ." and granting subpoena powers to the Committee. Introduced March 31 by Rep. Charles A. Wolverton (R-N.J.).

H. R. 2861—To permit emergency amendment to the Norris-La Guardia anti-injunction law so that the President may direct the Attorney General to require injunction against threatened telephone strike. Introduced March 31 by Rep. Fred A. Hartley Jr. (R-N.J.) and reported from House Labor Committee on April 2. Due to be passed over in view of Labor Committee action on Hartley bill.

H. R. 2984—To amend the act regulating the height of buildings in Washington, D. C., providing that no radio, television or other transmitting antennae can be erected when the radius of the height of the antennae includes homes, playgrounds or schools, or tends to create hazards or affect the "beauty of the nation's capital." Introduced April 9 by Rep. Sid Simpson (R-Ill.) and referred to Committee on the District of Columbia.

H. R. 3020—"Labor-Management Relations Act" introduced April 10 by House Labor Committee Chairman Fred A. Hartley Jr. (R-N. J.), to amend the National Labor Relations Act. (See story page 20.)

CROSLEY IS AWARDED THIRD TELEVISION CP

CROSLEY Broadcasting Corp. last week was awarded its third construction permit for a new commercial television station. The present grant is for channel 5 (76-82 mc) facilities at Dayton, Ohio. The WLW Cincinnati licensee presently holds CPs for video also in Cincinnati and in Columbus Ohio.

Comr. Clifford J. Durr voted not to grant the Dayton outlet, which is authorized to use 50 kw visual power with 25 kw aural. Antenna height is 506 feet.

WLWT Cincinnati is assigned channel 4 (66-72 mc), 34 kw visual, 17 kw aural; WLWX Columbus, channel 3 (60-66 mc), 48 kw visual, 24 kw aural.

Video Time Signals

LONGINES-WITTNAUER Watch Co., New York, last week started a 52-week series of video time signals on WABD New York (Du Mont), each of 60-seconds duration and telecast on a three-a-week schedule. Contract was negotiated directly with Alan Cartoun, television manager of the watch company, by Miss J. F. Kennedy of the Du Mont spot sales staff.

IT TAKES 5000 WATTS TO COVER THIS TRI-STATE AREA, AND WSAZ HAS THEM

WSAZ

HUNTINGTON, W. VA. 5000W. DAY 1000W. NIGHT 930 KC. ABC AFFILIATE

represented by THE BRANHAM COMPANY

CBS WJNO

Where "Dun and Bradstreet" meet "Hooper and Crossley"!

THE VOICE OF THE PALM BEACHES

FCC Actions

(Continued from page 77)

Applications Cont.:

untary assignment of conditional FM grant to Greylock Bcstg. Co.

Modification of CP

WHB-FM Kansas City—Mod. CP which authorized new FM station, for extension of commencement and completion dates.

WEW-FM St. Louis—Mod. CP, as mod., which authorized new FM station, for extension of completion date.

WMGM New York—Mod. CP which authorized changes in new FM station, to make changes in ant. system.

License Aux. Trans.

WHEC Rochester, N. Y.—License to use old main trans. as aux. trans. with 500 w-N 1 kw-D, for aux. purposes only.

Modification of CP

WSOC-FM Charlotte, N. C.—Mod. CP which authorized new FM station, to change ERP to 38.4 kw, ant. height above average terrain to 415 ft; make changes in ant. system and change commencement and completion dates.

FCC Favors Grant For Covington, Ky.

GREATER integration of ownership and management is main factor favoring proposed grant by FCC last week of new standard daytime station to Northern Kentucky Airwaves Corp., Covington, Ky. Mutually exclusive request of Northern Kentucky Radio Corp. was proposed to be denied.

The facilities involved are 1050 kc, 250 w, daytime.

Charles A. Topmiller, chief engineer of WCKY Cincinnati, is 25% owner, vice president and general manager of the proposed grantee. He will leave WCKY to devote fulltime to the new operation. Those associated with him are Arthur L. Eilerman (50%), president, treasurer and sales manager, who also will devote fulltime to the station, and Gregory W. Hughes (25%), attorney, secretary and public service director.

In Northern Kentucky Radio, the Commission found only one of the six stockholders would devote full time to the station. The others stated they would continue with primary responsibilities in other businesses. The stockholders, each with 16⅔% interest, are: William R. Macklin, president; William F. Holland, vice president and general manager; Bernard H. Eilerman, vice president; Fred. T. Macklin, vice president; Tom E. Hill, secretary, and Norbert J. Dorsel, treasurer. Messrs. Macklin, brothers, are officers of John R. Coffin Co., department store. W. R. Macklin also holds one-eighth interest in Richard P. Ernst Realty Co., which owns three of the six Covington movies. Mr. Hill is partner and general manager of G. W. Hill & Co., grocery firm, and secretary and general manager of the Ernst Realty Co. Mr. Dorsel heads Dorsel Co., Newport, Ky., flour and food company. Mr. Eilerman, brother of A. L. Eilerman of the proposed grantee, is president of H. Eilerman & Sons.

The Commission found that the stockholders of both applicants are local residents with "impressive records of public service activities."

Although Covington has a population of 62,018, it is considered a part of the metropolitan area of Cincinnati and therefor the proposed 0.5 mv/m service area will embrace 937,167 persons. The Commission also found that slight interference will result to WIBC Indianapolis under that station's new 50 kw operation (see page 91), but FCC said such "interference can be considered negligible."

"Something tells me I should have waited until WFDF Flint started advertising cars again."

NAB Area C Districts Holding Two-Day Parley in Kansas City

NAB resumes its area and district meetings today (April 14) with Area C (Districts 10 and 12) convening at the Muehlebach Hotel, Kansas City, in a two-day session with a radio news clinic to be held Wednesday. (See list of other meetings in Upcoming, page 92.)

Now staffed to perform a complete trade association service for the broadcasting industry, NAB will have six members of its headquarters executive crew at the area meeting. Harold Fair, new program department director, will attend the meeting as a representative of WHO Des Moines, a District 10 station, and assume his association duties at the close of the meeting.

The Kansas City agenda will follow along the general lines of the West Coast area and District 14 meetings held last January in San Francisco and Salt Lake City. District 10 director, John J. Gillin Jr., WOW Omaha, and District 12 director, William B. Way, KVOO Tulsa, are not up for reelection this year, since even-numbered districts have elections in even-numbered years.

Judge Miller to Speak

President Justin Miller will discuss regulatory, legislative and public relations activities in his opening talk. A. D. Willard Jr., executive vice president, will report on general association activities, the headquarters operation and the campaign to promote interest in public service broadcasts of stations.

With industry attention centered on work of the Special Standards of Practice Committee, the subject is certain to come up for discussion, with Mr. Miller or Mr. Willard giving an informal report on progress of the code-writing project.

Others from NAB headquarters who will take part in the two-day program are: C. E. Arney Jr., secretary-treasurer; Richard P. Doherty, Employe-Employer Relations Dept.; Frank E. Pellegrin, Dept. of Broadcast Advertising; Kenneth H. Baker, Research Dept.

News Clinic

The Wednesday news clinic will be under the general chairmanship of William B. Quarton, WMT Cedar Rapids, assisted by Arthur C. Stringer, NAB director of special services.

Since the first of the year all NAB standing committees have held at least one meeting, including the new Special Standards of Practice Committee. Chairman of this code group, Robert D. Swezey, MBS vice president and general manager, is directing rewriting of the code.

Mr. Fair's first NAB function will be to participate in a meeting of the code committee's Subcommittee on Commercial Practices which meets April 17-18 at the French Lick Springs Hotel, French Lick, Ind. Subcommittee chairman is John M. Outler Jr., WSB Atlanta.

The Subcommittee on General Program Policies will meet April 24-25 at the Edgewater Beach Hotel, Chicago, with Edgar Bill, WMBD Peoria, as chairman. Mr. Fair will attend this meeting, and Mr. Arney will attend both sessions.

Full Committee Meeting

Full committee will meet May 12-13 at the Waldorf-Astoria, New York. Under tentative plans the subcommittees will have reports ready for full committee action. This committee, in turn, expects to report to the NAB board May 21-22. They hope to come up with definite recommendations covering one or more phases of the commercial and program fields.

Robert K. Richards, until recently editorial director of BROADCASTING, assumes directorship of the NAB Dept. of Public Relations April 15. This post has been vacant nearly a year.

Royal V. Howard, vice president of Associated Broadcasters, San Francisco, takes over as NAB engineering director May 1. He has been selected to represent NAB at the World Telecommunications Conference starting this spring at Atlantic City.

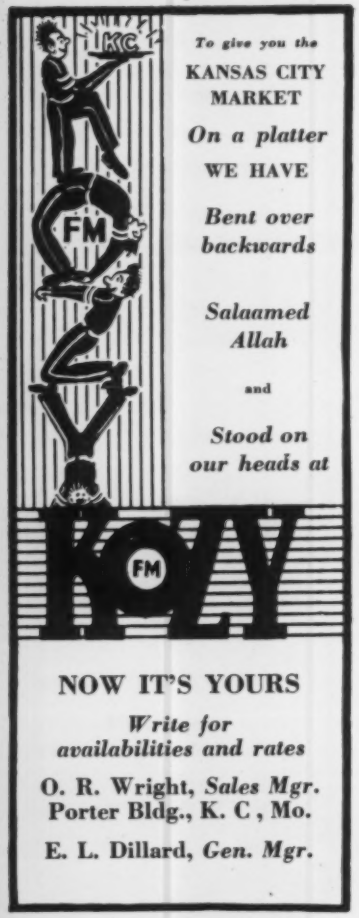
You Can't MISS in MISSISSIPPI

If you want to keep your sales out of the rough in Mississippi, buy time on all the 'Ole Miss Stations. These leading radio stations give you complete coverage of the BILLION DOLLAR Mississippi Market—where business activity finished the year at 136 points above the war-time average. You can't miss Mississippi with *all* the 'Ole Miss Stations. They'll put you on the green!

THE 'OLE MISS STATIONS

WAML	Laurel	WGCM	Gulfport	WLAU	Laurel
WCBI	Columbus	WGRM	Greenwood	WMIS	Natchez
WCOC	Meridian	WJDX	Jackson	WQBC	Vicksburg
WELO	Tupelo	WJPR	Greenville	WROX	Clarksdale
WFOR	Hattiesburg	WJXN	Jackson	WSLI	Jackson

MEMBERS MISSISSIPPI BROADCASTERS ASSOCIATION



FM Allocations

(*Continued from page 15*)

are conflicting requests, stations now in operation will be given preference "except where transmitter location makes it desirable from an engineering viewpoint to assign another channel."

The FM channel reservation plan, withholding certain frequencies from assignment until July 1, would not be affected except that the reserved Class A channels would be 224, 240, 272, and 288, instead of 297-300, inclusive. Class B channels are reserved on the basis of one out of every five allocated to a particular area.

The proposed standards changes would involve establishment for the first time of interference standards for stations operating 400 and 600 kc apart, although they make no specific proposals in this respect. Officials pointed out that tests of receivers are now in progress which will help to determine what proposals should be made.

The changes also would provide for assignment of Class A stations in the same manner as Class B stations with respect to interference contours, replacing the simpler mileage-separation method currently used with Class A's. FCC called this a "minor procedural problem which would not appear to restrict the development of Class A stations."

Channel Availability

It was pointed out that since some Class B channels would be adjacent to Class A's, "the availability of Class A channels to a given area is governed not only by the number of previous Class A assignments, but also the number and location of Class B assignments in that area. However, in all areas examined to date the number of Class A facilities is equal to or exceeds the number previously available."

While a normal minimum separation of four channels would prevail between Class B assignments in the same city or immediate area, FCC said, "a minimum of 400 kc [alternate channel] separation would be used between Class A and Class B stations in adjacent cities in a few areas where the demand requires."

But, the Commission added, "it is expected . . . that only in a few areas will it be necessary to employ this minimum separation. In these cases it is expected that the difference between the two classes of stations will limit the interference to the Class B station to a small area around the Class A station, and will permit the Class A station to serve its community and adjacent area."

FCC pointed out that its adoption of the alternate-channel system of allocations within a city, in September 1945, was based on a hearing at which, from "information and testimony, it was concluded that FM receivers would not be subject to objectionable interference from stations operating on alternate channels (400 kc removed from the desired station)."

"Recent developments," the Commission continued, "appear to indicate that such operation results in interference in many of the receivers being produced at the present time."

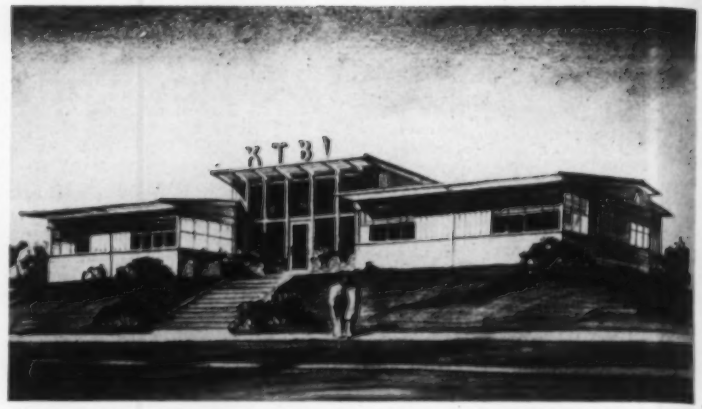
It was pointed out that there are now 34 stations in 13 cities in operation on alternate channels from other stations in their respective cities. Few listeners, but several stations, have reported either interference or difficulty in identifying stations close together on the dial, FCC said.

Asserting that receiver characteristics are a governing factor in FM allocations, the Commission said it is studying selectivity and other characteristics of present receivers and is attempting to anticipate probable characteristics of sets to be produced in the future.

The proposed changes make no provision requiring Class B stations to be located outside the city in which it has main studios. They do continue the requirement that Class A stations locate their transmitters as near the center of the city as possible.

Much of the actual experience behind the proposed changes was gained in tests of alternate-channel operations of two stations at Syracuse, N. Y.—WSYR-FM and WFBL-FM—at which John E. Doane of FCC's FM Engineering Section represented the Commission. The contemplated changes and the new allocation plan were drawn up largely under the direction of Chief Engineer George P. Adair and Cyril M. Braum, head of the FM Section of the Engineering Dept.

The Commission provided that persons opposing or wishing to modify the proposed rules and standards changes may be heard in an *en banc* session May 8-9 provided they file briefs or written statements by May 1. Fifteen copies of each brief and statement should be filed.



ARCHITECT'S drawing of new studio-transmitter-office building of KTBI Tacoma, Wash. All operations of KTBI will be moved into the structure when station shifts frequency at a date yet to be announced. KTBI probably will be occupying its new quarters by mid-April, according to H. J. Quilliam, president.

RWG

(*Continued from page 17*)

pendent contractors and hence outside the limitations of collective bargaining.

The Guild claims a membership in New York, Hollywood and Chicago of 1500, of whom only 300 are employed on staffs. All others, including those writing under contract, are considered as freelance writers.

Earnings of individual Guild members vary from as high as $75,000 a year to as low as a few hundred dollars, according to the Guild's own reckoning. About 50% of the members earn less than $2,000 a year, the Guild claims, many of them writing for radio on a parttime basis.

At the New York meeting last Monday, Oscar Hammerstein II, president of the Author's League, parent organization of the Guild, pledged the League's support of a strike action. Richard Rodgers, president of the Dramatics Guild, and Christopher LaFarge, president of the Author's Guild, also promised the support of their organizations. A telegram from the West Coast Screen Actors Guild promised financial assistance in the event of a strike.

Sale Approved

SALE of Dickinson (N. D.) Radio Assn., permittee of KDIX Dickinson (1230 kc, 250 w), to group of local business and professional men for approximately $21,500, has been given FCC approval. Transfer is designed to answer duopoly questions evoked when KGCU Mandan, N. D., applied for 1 kw instead of 250 w on 1270 kc. Sellers: W. H. Walton and F. M. Foster (28% each), and Robert Cummins (16%), all having interests in KGCU, and P. J. Weir (28%). Mr. Weir has 14% in new partnership. Others: W. K. Johnson, W. O. Rabe, F. P. Whitney, C. R. Dukart, Leroy Moomaw (14% each); L. W. Veigel (10%); P. J. Baseflug (6%).

ANA

(*Continued from page 15*)

At an earlier session Tuesday, BMB came in for criticism along with newspaper and magazine readership studies from Dr. D. B. Lucas, technical director of the Advertising Foundation and vice chairman of the Dept. of Marketing, School of Commerce, New York U. Dr. Lucas termed the findings of BMB as "inflated and not statistically correct." BMB President Hugh Feltis said in rebuttal that Albert Politz's independent check of BMB findings denied Mr. Lucas' statement and that area sampling in the New York area indicated that while mathematical variations might exist they did not affect ranking of radio listenership for stations in the area. Mr. Feltis said the 10% undercoverage by BMB disposed of such variations.

Endorse Second Study

ANA unanimously adopted a resolution urging broadcasters to subscribe to the second study to be made by BMB in March 1948. The ANA took the action following an address by Mr. Feltis at the radio council meeting.

The resolution said, in part: "Be it resolved that ANA is grateful to broadcasters who by having financed BMB evidenced the desire to provide advertisers with factual, unbiased and uniform audience information. Be it further resolved that advertisers make extensive use of BMB data to increase the effectiveness of their radio advertising."

The ANA gave a vote of thanks to its own BMB board and radio committee for their efforts toward solving problems involved in making its first study.

Concluding meeting Wednesday was sponsored by the ANA household equipment group. Marshall Adams, advertising director of Mullins Manufacturing Corp., called for endorsement of a proposed plan to establish a nationwide service in 5,000 cities which would enable customers to learn the names of local dealers or distributors of nationally advertised products through Western Union. Mr. Adams said the service would enable advertisers to check directly the results of all media advertising, including radio, and could be started as early as October.

Future of Advertising

The future of advertising as reflected in the addresses of almost all speakers at the ANA sessions could be summed up as follows:

"We advertisers know that during the war years and the sellers market following the war advertising had a comparatively easy time. But the easy days are about over; selling and merchandising are becoming increasingly competitive. Advertising must harden its muscles. It must get itself in condition for tougher days ahead."

Tower Help Found

KGBS Harlingen, Tex., *Musical Clock* program, provided the setting for what the station describes as a demonstration of the effectiveness of radio advertising. Bill Porter, KGBS chief engineer, was chatting informally with Steele McClanahan, announcer of the show, about the need for extra climbers to help in the construction of the station's new 425-ft. tower. Within five minutes two experienced men had called the station, the KGBS management reports, and within an hour seven men had reported at the station for work.

BROADCASTING FORUM TO OPEN AFA MEETING

RADIO departmental will be held May 26 under NAB auspices at the 43d annual convention of the Advertising Federation of America, in Boston. The program will be held 9:30-noon on the opening morning of the convention.

Participating will be Dr. Kenneth H. Baker, NAB research director, who will discuss the NORC survey, "The People Look at Radio." Frank E. Pellegrin, NAB Director of Broadcast Advertising, will show applicability of the NORC survey to radio sales and advertising and discuss the Joske retail report.

Hugh M. Feltis, BMB president, will speak on "Measuring Radio Acceptance." Harold Fellows, general manager of WEEI Boston, a member of the convention committee, is in general charge of the departmental.

Sarnoff to Speak

BRIG. GEN. DAVID SARNOFF RCA president, and Cesar Saerchinger, official radio commentator of the American Historical Assn. on NBC, will participate in a *New York Times*-sponsored panel on "Does World Peace Depend Upon Free Communications?" on April 24 in Times Hall, New York.

Sen. White Declines

STATE DEPT. reported last week that Sen. Wallace H. White Jr. (R-Me.) had turned down its invitation to head U. S. delegation to the International Telecommunications Conference beginning May 15 in Atlantic City. Francis Colt de-Wolf, Chief of State Dept. Telecommunications Division said FCC Chairman Charles R. Denny Jr. had been proposed to take Sen. Wallace's place. Mr. Denny's choice will be final when it is approved by President Truman.

Record Firms Deny Dealers Repressed

Langer Told Veterans Will Get Aid in Opening Businesses

MAJOR RECORDING companies have assured Sen. William Langer (R-N. D.) they will do everything possible to help veterans desiring to set up as dealers.

Assurances came from RCA Victor, Loew's Inc., Decca and Columbia Records after hearings held April 5 [BROADCASTING, April 7] to explore complaints that manufacturers' practices had injured or repressed small dealers.

Testifying before Senator Langer were: J. W. Murray, RCA vice president in charge of Victor Record Co.; Leopold Friedman, vice president and secretary, Loew's Inc.; Jack Kapp, president, Decca Records Inc.; and Edward Wallerstein, Columbia Recording Corp.

The record men all declared their distribution systems did not discriminate against dealers. They explained that they could not supply dealers with enough records to meet consumer demand, and that this shortage had of necessity limited the number of new dealers who could economically be permitted to open business. In spite of the lag of production, they said, expansion of the recording industry already has permitted like expansion in the number of retail outlets, many of which are going to veterans.

Langer Explains Action

Senator Langer told BROADCASTING he was principally interested in bringing veterans' problems to the attention of manufacturers. He indicated that eagerness of manufacturers to help small retailers had impressed him, and that his future efforts will be to see suggested corrections in distribution carried out by the industry.

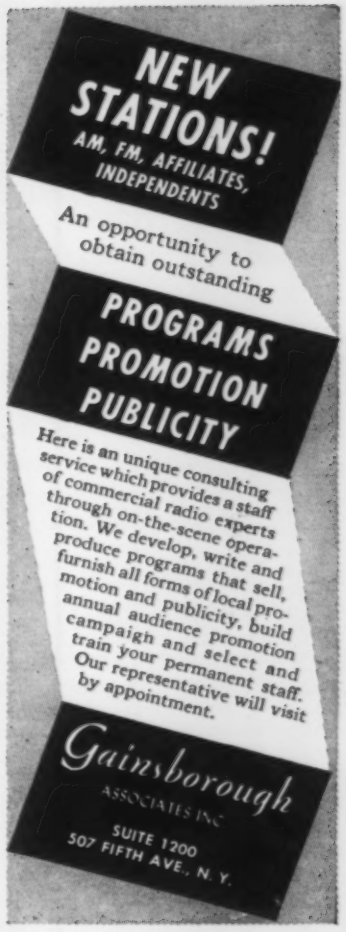
He has instructed the Federal Trade Commission, meanwhile, to make a survey of the recording industry to determine whether there have been any illegal mergers. FTC inquiry is being made by Dr. John Blair, assistant chief economist.

VIDEO CLAUSE INCLUDED IN SCREEN ACTORS' PACT

TELEVISION will be covered in a projected contract being offered to Hollywood's motion picture studios by the Screen Actors Guild, it was announced last week. The pact will be a renewal of the ten-year basic contract which expires May 15.

New term contracts as drawn up by the Guild for individual actors permit them to retain earnings from television and radio. The same feature will be embodied in the new overall contract being negotiated by the Guild with the film studios.

Further, no member of the Guild will be permitted to appear in video where audiences must pay to view the telecast, if the union has its way.


NEW STATIONS!
AM, FM, AFFILIATES, INDEPENDENTS
An opportunity to obtain outstanding
PROGRAMS PROMOTION PUBLICITY
Here is an unique consulting service which provides a staff of commercial radio experts through on-the-scene operation. We develop, write and produce programs that sell, furnish all forms of local promotion and publicity, build annual audience promotion campaign and select and train your permanent staff. Our representative will visit by appointment.
Gainsborough
ASSOCIATES INC
SUITE 1200
507 FIFTH AVE., N. Y.

Studebaker builds national sales with locally produced spot radio programs
ASK YOUR JOHN BLAIR MAN
Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco
JOHN BLAIR
& COMPANY
REPRESENTING LEADING RADIO STATIONS

Nationwide FM Service Seen by 1948

Set Makers Pledged To Promotional Cooperation

LOOKING ahead to Jan. 1, 1948, makers of radio receivers and transmitters foresee FM broadcasting actively operating as a nationwide service with a complement of finished equipment that will include:

620 transmitters of 1 kw and up, manufactured by the end of 1947, along with 90 250 w transmitters.

2,000,000 receiving sets shipped from factories in 1947.

FM set production at a year-end rate of 5,000,000 per year, and still climbing.

Based on a "realistic" report on the outlook of FM, a special committee of the Radio Manufacturers' Assn. last week reported on its survey of FM plans of receiver and transmitter makers. The committee found set makers planning to produce 2,665,949 receivers with FM circuits in 1947. Allowing for production difficulties, the committee estimated 1947 FM set output between 1,800,000 and 2,100,000.

RMA prepared its survey at the suggestion of FM Assn. and revealed the figures at a joint RMA-FMA luncheon meeting last Tuesday at the Hotel Statler, Washington. The RMA survey committee was named by RMA President Ray C. Cosgrove, Crosley Corp., with L. F. Hardy, Philco Corp. as chairman.

FLOW OF FM SETS from production lines is increasing at rate of 23% a month, RMA told FM Assn. at joint luncheon Tuesday. Present were (seated, l to r): Everett L. Dillard, WASH Washington; Ray H. Manson, Stromberg-Carlson Co.; A. White, Philco Corp.; Leonard Marks, FMA general counsel. Standing: S. P. Taylor, Western Electric Co.; E. A. Nicholas, Farnsworth Television & Radio Corp.; Bond Geddes, RMA; C. M. Jansky Jr., Jansky & Bailey; Bill Bailey, FMA; Arthur Freed, Freed Radio Corp.; L. F. Hardy, Philco Corp.; RMA President Ray C. Cosgrove, Crosley Corp.; H. C. Bonfig, Zenith Radio Corp.; Wayne Coy, WINX-FM; E. L. Hall, Pilot Radio Corp.; Bill Barlow, FMA; James Secrest, RMA.

The meeting was the first of a series of joint discussions by the two groups. Next meeting will be held in late May with FMA as host. At that time FMA will report on FM programming.

Cooperation Pledged

RMA pledged cooperation with FMA's promotion campaign designed to educate the public as to the advantages of FM. FMA pledged to support RMA in its promotion work. The RMA committee disapproved the "don't buy a set without FM" campaigns, which FMA explained it does not endorse. FMA asserted that it favors a positive approach in urging the public to buy FM sets. RMA approves this type of promotion.

Few cheap sets will be made in 1947, according to the RMA survey, which shows 43,000 table AM-FM sets to retail under $50; 810,720 AM-FM table models to retail over $50.

Production plans include 1,595,729 AM-FM consoles with phonograph, 70,000 consoles without phonograph, according to the estimates. Only 146,000 FM-only sets will be manufactured.

RMA's estimates show a 23% rate of increase per month in production of receivers with FM, increasing from 51,318 last January to a predicted 425,000 next December.

In January, FM sets comprised a little over 3% of the 1,564,171 units of all kinds made by RMA members (over 90% of total industry capacity). Next December FM sets will comprise 35% of total production, according to the manufacturers, or 54% if auto, battery and export sets are excluded.

Most of the FM sets produced in 1947 will go to regions having FM service, manufacturers say.

These regions will be served by 700 FM stations, FCC Chairman Charles R. Denny has predicted.

Transmitter production in the FM category this year, according to RMA's estimate will include 90 units of 250 w power; 230 of 1 kw; 205 of 3 kw; 185 of 10 kw.

Manufacturers are delivering some 3 kw and 10 kw transmitters now, with most firms delivering equipment of this power by July, according to RMA, which qualified its statement by saying that "in the majority of cases basic units (250 w or 1 kw) only will be available in 1947. It will be late 1948 before the necessary high power amplifiers and rectifiers can be made available to give these stations their ultimate power rating."

'Most Encouraged'

The report said RMA was "most encouraged" by the 1947 outlook for FM sets and transmitters but at the same time cautioned that FM growth will be gradual and that cheap FM sets would be a mistake at this time.

"Any such set would necessarily, with today's knowledge, be low in sensitivity and have poor selectivity in relation to the established standards of AM," RMA warned. "Such performance would do irreparable harm to FM before it had a chance to prove itself as a service."

RMA reported that FM is a "tremendous new advance." It continued: "It is true that under the right conditions, FM supplies certain advantages to the consumer. As far as the public is concerned, these advantages will be realized when stations of sufficient power are broadcasting, and their radio set is of such a character as to allow them to receive the transmission with the lack of noise and the added fidelity that are inherent in FM. In addition to this, however, the program material must be of such a nature as to attract the listener and make him want to make the necessary additional investment in the radio product which is required by the added FM service."

FMA accepted this warning.

You'll always find a good morning at CLEVELAND'S CHIEF STATION. WJW has walked away with the greatest morning audience in Cleveland—and for many months.

Yes—WJW mornings are beautiful! And—because advertisers have seen what the daytime Hoopers show—they know that WJW also delivers more afternoon listeners per dollar than any other Cleveland station!

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

along with RMA's reminder that AM program service, with 60,000,000 listeners, has developed over a quarter-century, as a criticism of FM programming. The RMA committee commented that, "It is obvious that the creation of such an audience for FM, even at enormous production levels, will take some time."

RMA declared it logical that such an added service should first appear in expensive receivers, where increased cost can be most readily absorbed.

The RMA report said low power of FM transmission requires "great sensitivity and selectivity in the receiver, with good audio systems and speakers. Low-cost FM sets await better transmitter performance, it added. FMA took the position that coverage of FM transmitters with 1 kw or more surpasses that of regional AM and even some 50 kw outlets.

Dual System Problems

RMA's committee said AM stations still far outnumber FM, with many sections lacking service, and said it does not "propose to penalize that segment of the buying public which is interested only in AM reception by imposing the additional FM services and costs into receivers of their choice."

Set makers must maintain high-volume AM production if they are to produce FM sets in quantity, the committee said.

The RMA report said greater cooperation between receiver manufacturers and broadcasters is essential for a large FM audience.

Total production of all kinds of radio sets in March was 1,358,399, according to RMA's monthly compilation. The figures were prepared in time for the RMA-FMA meeting and are not complete in some categories. Production in January was 1,564,171 units, in February 1,379,966 units.

Output of table models under $12.50 factory billing was 60,138 in March, a sharp falling off from the 115,227 sets in this class produced in January. This trend reflects signs of saturation in the lowest price field. Output of table models over $12.50 billing in March was 594,855 units, also down from January and February.

March output included 7,443 AM consoles, 2,685 AM-FM consoles, 122,312 table-phonograph models without FM and 4,214 with AM-FM; 90,052 console phonographs, 56,250 console phonographs with AM-FM; 183,252 portable AC/DC battery sets, 38,428 table battery sets, 187,916 battery sets.

Television output in March (not complete for some producers) included four converters, 5,346 table models, 1,179 direct view consoles, 87 projection consoles, 21 direct view television-phonograph models, two projection television-phonograph models.

FM set production totaled 51,318 in January, 53,594 in February and 67,364 in March.

FCC's Sterling Delivers Keynote Speech At FMA Region 1 Convention in Albany

GEORGE E. STERLING, chief engineer designate of the FCC, will deliver the principal luncheon address at the Region 1 meeting of FM Assn., convening today (April 14) at the Ten Eyck Hotel, Albany, N. Y. The meeting marks the first regional session of FMA.

Mr. Sterling

Attendance of 400 was predicted by Bill Bailey, FMA executive director, with manufacturers and broadcasters alike registering in large numbers.

Leonard L. Asch, temporary region chairman, will open the meeting, with response by Roy Hofheinz, FMA president. Morning program includes premiere of the General Electric color film "Naturally It's FM." After broadcast of a special NBC symphony program from WGFM Schenectady, Prof. Edwin H. Armstrong, FM inventor, will speak on "Development and Future of FM."

Winding up the morning session will be a panel including Jack Gould, radio editor, *New York Times;* Fritz Updike, publisher of the *Sentinel*, Rome, N. Y.; Bruce Robertson, senior associate editor of BROADCASTING; Carlos Franco, Young & Rubicam; Richard P. David, general manager of H. S. Barney Co., Schenectady; Helen Wood, WIBX-FM Utica, N. Y., and a Schenectady housewife.

Luncheon toastmaster will be Harold E. Blodgett, WBCA Schenectady. Also speaking at the luncheon will be Mr. Hofheinz; Leonard H. Marks, FMA general counsel; Mr. Bailey; Everett L. Dillard, WASH Washington.

Panel on facsimile will feature John V. L. Hogan, president of Radio Inventions Inc., and W. G. H. Finch, president of Finch Telecommunications Inc. A panel on FM programming will include Elliott Sanger, WQXQ New York; Morris Novik, consultant; Raymond F. Kohn, WFMZ Allentown, Pa.; Thomas F. McNulty, WMCP Baltimore. Election of officers will conclude the proceedings.

FMA Group Studies Network Proposals

Expansion of Continental Net Discussed at Albany Meet

PROPOSALS for extension of Continental Network (FM) up and down the Eastern Seaboard and into the Midwest, with ultimate development of a permanent hookup, will be discussed by FM broadcasters during the FM Assn. Region 1 meeting to be held today (April 14) at the Ten Eyck Hotel, Albany.

The network project will be discussed during the FMA proceedings, with interested stations to take up the question in detail after the region sessions end, according to Hudson Eldridge, business manager of WASH Washington, key Continental station for the present experimental series of broadcasts, which began in March.

Continental's series of concerts 8:30-10 each Wednesday evening by the Army Air Forces Concert Band will end May 7. The band has been promoting its recruiting drive over Continental, under direction of Maj. George S. Howard, commander of the band.

Possibility of program exchange among FM stations will be among topics discussed at Albany, according to Mr. Eldridge.

Chandler Named

PHILIP CHANDLER, vice president and general manager of Los Angeles Times-Mirror Corp., has taken over pro-tem supervision of the organization's FM and television interests following the death last week of Harry Miller. Mr. Miller served as assistant to the publisher in addition to handling the Times-Mirror's radio activities.

WCAU Weatherman

WEATHER program with a new twist is now presented Monday through Saturday afternoons by WCAU Philadelphia as a public service. Dr. David M. Ludlum, director of meteorology at Philadelphia's Franklin Institute, answers laymen's questions about the mysteries of weather forecasting. During the war Dr. Ludlum served as weather adviser for the invasions of Africa and Europe.

John F. Manierre

JOHN F. MANIERRE, 44, chief of the FCC Chicago Law Dept., was found dead in his wrecked plane April 6 atop a mountain between Harmon and Davis, W. Va. He had been missing since March 25 when he took off from Huntington, W. Va., to fly to Washington and was lost in stormy weather [BROADCASTING, April 7]. Funeral services were held Thursday at Mr. Manierre's home town of Winnetka, Ill. Ray Lewis of the Commission's legal staff represented the FCC.

CKEY Toronto is installing a new 5 kw Canadian Marconi transmitter and building an addition to its transmitter building at Scarboro Bluffs, east of Toronto.

OVER
6 MILLION
FOREIGN
SPEAKING
PEOPLE
you get
the whole picture
with WBNX
NO matter how carefully you've planned your New York coverage, you're losing a big piece—over six million foreign language prospects—unless your present schedule includes WBNX. WBNX smoothly dovetails into your New York coverage:
2,250,000 Jewish speaking persons
2,103,737 Italian speaking persons
1,236,000 German speaking persons
578,000 Polish speaking persons
250,000 Spanish speaking persons
6,517,737 foreign language prospects
There you get the whole picture. Our trained, experienced program department will assist in translating your copy. Remember WBNX means New York coverage in any language.
Photo: Lotte Errell Pix
WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

1947 A Century of Progress

As Utah celebrates its century of historic progress, KDYL is proud to occupy a firm place in its cultural and business life, earned in twenty-five years of service.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative:
JOHN BLAIR & CO.

INVEST YOUR AD DOLLAR

WCK Y s-ly

L. B. Wilson

WCKY

50,000 WATTS OF SALES POWER

★ ★ ★

Trends

(*Continued from page 17*)

cluding such things as specific retail and wholesale outlets, number of competitive products in the field, etc."

"Market data rarely forthcoming, even when requested from the station"

"Standardized market information"

Six per cent want to learn more about the stations' current sponsor list:

"More station logs showing users of spot—so that we may avoid product conflict"

"Stations' list of clients and their purchases"

"Complete sponsorship data in connection with program logs"

Four per cent of the agency respondents make program log change suggestions. Included are:

"Weekly instead of monthly program logs"

"Have all program logs list adjacent chainbreaks—only approximately 40% are doing this"

"Special local event calendar"

"Program descriptions"

Among the miscellaneous group (6%) are these observations:

"(Have data) honest—not astronomical"

"Need *complete* facts in a *standard* form"

"Research"

"Radio stations do not coordinate what facts they have at present. If they would assemble the material they have, it would be very helpful as well as provide uniform measurements"

Because of the continuing controversy over the value of station merchandising and promotion activities, the agency panel was asked:

"What value do you place on radio station merchandising and promotion activities in support of radio advertising campaigns?" (See Table III).

A majority of the panel consider every item of value (either "great value" or "some value") in aiding a radio campaign.

Reactions of Agencies

Agency executives are most enthusiastic about station newspaper advertising, least impressed with dealer bulletins. Two out of every three feel that such promotion (newspaper advertising) is of great value; 27% find it of some value; only 3% see little or no value in it.

Courtesy announcements and newspaper publicity both rank high in the minds of agency people.

Although 35% of the panel endorse wholesaler calls as being of great value, 19% find them of little value, and 8% see no value at all in them. Low on the list are movie trailers, listener publications, and dealer bulletins, none of which rates more than 20% in "great value," although a majority still find some value in them.

What value do you place on radio station merchandising and promotion activities in support of radio advertising campaigns?

TABLE III

Percent of All Respondents

Type of Promotion and Advertising	Great Value	Some Value	Little Value	No Value	No Answer or Don't Know
Newspaper advertising	66%	27%	2%	1%	4%
Courtesy announcements	57	27	7	1	8
Newspaper publicity	51	34	6	2	7
Dealer calls	44	28	14	6	8
Billboards	36	37	16	2	9
Wholesaler calls	35	29	19	8	9
Car-cards	34	46	10	2	8
Counter displays	32	43	14	2	9
Special letters to dealers	31	39	19	4	7
Window displays	29	43	17	2	9
Movie trailers	20	33	24	8	15
Listener publications	17	45	22	4	12
Dealer bulletins	16	41	30	5	8

When asked:

"Which of the services would you be willing to pay more for station time to obtain?" the replies were:

Table IV

	% of All Respondents
Newspaper advertising	21%*
Newspaper publicity	16
Dealer calls	16
Car-cards	9
Counter displays	9
Wholesaler calls	8
Bill-boards	7
Window displays	7
Special letters to dealers	7
Courtesy announcements	6
Listener publications	3
Movie trailers	3
Dealer bulletins	1
All	4
None	40

*Percentages add to more than 100 because some respondents listed more than one item.

Analysis of the replies to this question reveals a close correlation between the general appraisal of these merchandising and promotion methods (Table III) and the order in which agency executives would be willing to pay for them. The sole exception is courtesy announcements, which 57% feel are of great value, but only 6% would pay more to get. Presumably agency people feel that no outside costs are involved and consequently that such service should be offered gratis by stations.

Throughout, the number of those willing to pay for these services in proportion to those who feel they are of great value (Table III) is low—rarely exceeding one-third. Thus, only one out of every three who feel that any service is important is willing to pay more for station time to get it. Forty per cent of the respondents state that they feel none of the services should cost more, regardless of its value. Presumably, this group feels strongly that stations should render these services as part of their current performances.

The second portion of this ballot will be reported in BROADCASTING April 28, when the panel's views and preferences on rate card forms and frequency discount structures will be released.

NEDA URGES PROTESTS ON UNFAIR PRACTICES

NATIONAL ELECTRONICS Distributors Assoc. urged business and Congress last Wednesday "to join together" in protest against unfair union practices.

NEDA's executive secretary, Louis B. Calamaras, sent a message to Congressmen urging amendment of the National Labor Relations Act to prevent secondary boycotts. The message, addressed to all members of both Senate and House Labor Committee came one day before Chairman Fred A. Hartley (R-N. J.) introduced a bill (see story page 20) which would outlaw the very practices protested by NEDA.

Mr. Calamaras wrote that Associated Radio Distributors of San Francisco, an NEDA member, "faces economic ruin" because of a fictitious labor dispute imposed by Warehousemen's Local 860, AFL. He said the local had requested privilege of soliciting union membership from Associated employes. The request was granted willingly. When the solicitation failed, he continued, "the Union representatives informed Associated that unless pressure was put upon the employes to join the Union, a picket line in front of the establishment would commence."

Refusal of the distributor to accede to Union pressure has resulted in virtual stoppage of business because "the public believing that an honest labor dispute exists is refusing to patronize the place."

Mr. BEVILLE Mr. DAVIS Mr. JAMES Mr. DEMPEWOLFF Mr. TERRY

BMB Adds Five New Directors, Retains AAAA Board Members

FIVE new members have been elected to the board of directors of the Broadcast Measurement Bureau, three by the NAB to represent broadcasters and two by the Association of National Advertisers for their members, it was announced on Tuesday by the BMB. All representatives of the American Association of Advertising Agencies were re-elected.

The NAB's new directors are Hugh M. Beville Jr., director of research, NBC; E. P. H. James, manager of sales operations, MBS, and Hugh Terry, manager of KLZ Denver. Messrs. Beville and James were formerly on the BMB technical research committee.

Elected by the ANA were R. E. Davis, manager of sales research of Goodyear Tire & Rubber Co. and Albert S. Dempewolff, assistant to the director of advertising sales promotion of the Celanese Corp. of America. Both were previously on the technical research committee. Lowry Crites, director of media of General Mills, was re-elected.

Preparations are under way for the second national survey of station and network audiences scheduled for March 1948, and for this purpose BMB announced retention of all six standing committees. Messrs. James, Terry and Davis, all newly elected to the board, have also been appointed to the advertising industry relations committee. Added to the research committee were Messrs. Beville and Dempewolff; Cort Langly of WOR; Elmo Wilson director of research, CBS; Hugh Doney, retail sales supervisor of the Quaker Oats Co. and Harry Wolfe, director of the market research department of Colgate-Palmolive-Peet Co.

All AAAA representatives on the various committees were reappointed.

HUGH FELTIS LEAVES N. Y. ON SPEAKING JUNKET

HUGH FELTIS, BMB president, left New York on April 5 on a three-month coast-to-coast tour during which he will address 14 NAB district and regional meetings in addition to special meetings of advertisers and agencies, called to discuss BMB. He will also talk before meetings of BBM, Canadian counterpart of BMB, the Advertising Federation of America, the Los Angeles Advertising Club and the Advertising Assn. of the West.

The speaking dates currently scheduled are: NAB district and regional meetings—Kansas City April 14, Houston April 21, Roanoke April 28, Birmingham May 1, New York May 5, Chicago May 8, Baltimore May 27, Boston June 2, Portland, Ore., June 17, San Francisco June 26 and Los Angeles July 2.

Mr. Feltis will discuss BMB with advertisers and agencies at meetings in Kansas City April 16, San Antonio April 18, Houston April 23, Memphis April 25, Baltimore May 28, and San Francisco June 27.

He will address the AFA in Boston May 26 and speak before the BBM in Toronto June 4, Winnipeg June 6 and Jasper June 8. On June 23 Mr. Feltis will speak before Advertising Assn. of the West at Sun Valley and he will be the speaker at the Los Angeles Advertising Club July 1.

Herrick Forms New York Video, Commercial Firm

A NEW television and commercial firm has been formed by F. Herrick, producer of commercial films, with offices and studios at 112 West 89th Street, New York. Mr. Herrick, president of the organization, recently produced the *Let's Go Skiing* film.

Thomas R. Cox Jr., former national sales manager of ABC affiliates, Waterbury, Conn., and WNAB Bridgeport, Conn., is general sales manager of the organization and Joe Brattain, assistant radio director of Erwin, Wasey & Co., New York, is associated in an advisory capacity.

Lost and Found

VIDEO for lost and found is a newly discovered purpose of medium by the staff at KFI Los Angeles. At a recent demonstration, a tearful young girl aware of her father's absence concluded she was lost. Recognizing her plight, Ronald C. Oxford, station's executive producer, put the girl before the cameras. Elsewhere in the building, her father recognized his daughter on the screen and claimed same promptly.

BMB'S REPORTS SOUND, RESEARCH EXPERT SAYS

BMB'S REPORTS based on "once a week or more" listening habits are "theoretically sound," Alfred Politz, New York research expert, declared in an address before the Chicago chapter of the American Marketing Assn. April 8.

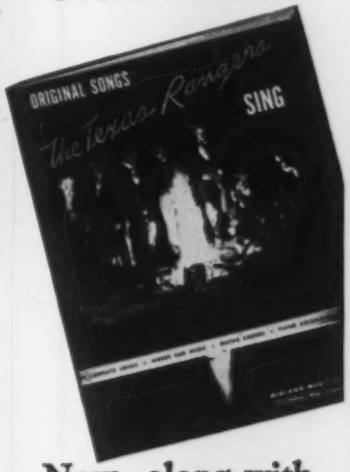
Mr. Politz described various problems associated with reader sampling and then launched into results of a re-check of BMB returns from a "typical" radio family area near New York City. He said BMB's restriction of station listening was kept low because it produces an audience close to the number of people who "can" listen to a station. A higher requirement of daily or weekly listening, he declared, would confine the audience to people who like programs on a particular station, which would have no relation to audience distribution.

Mr. Politz praised BMB's low cost, estimating that to arrive at a nationwide precision sample covering 3,000 counties, towns and cities would have cost one or several million dollars more than the cost of the combined quota and mail survey of BMB.

He said that had BMB attempted to measure likes and dislikes related to program popularity the entire purpose of the survey would have been defeated.

WFNC Fayetteville, N. C. has received certificate of appreciation from Veterans Administration, in recognition of outstanding service to war veterans.

Making *the best* even better!



Now—along with "The Texas Rangers"

A sure-fire give-away or self-liquidating offer! Attractive 48-pages of *Original Songs The Texas Rangers Sing* and scrap book album. Provided sponsors of "The Texas Rangers" *at cost!* Write for full details.

The Texas Rangers
AN ARTHUR B. CHURCH PRODUCTION
PICKWICK HOTEL, KANSAS CITY 6, MO.

SALES OF MANUFACTURED PRODUCTS IN RICHMOND TOTALLED $750,000,000 FOR THE YEAR 1946 — 100% MORE THAN IN 1940

In this Major Market
USE **WMBG**
NBC IN RICHMOND, VA.
5000 WATTS

REPRESENTED BY JOHN BLAIR & CO.

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Announcer-engineer for progressive, new southern station. $50.00 per week. Box 993, BROADCASTING.

Wanted—Time salesman. 15% commission, drawing account. East coast. Box 63, BROADCASTING.

Promotion manager—5 kw network station within 200 miles of N. Y. needs experienced sales promotion and advertising man. Must have actual radio experience. Job entails sales and audience promotion, presentations, exploitations. Give complete background and salary required. Box 120, BROADCASTING.

5 kw—3 kw FM now has transmitter vacancy. Permanent position. Two of the midsouth's finest stations. Give full details including recent photo. Box 156, BROADCASTING.

Staff announcer—A top Florida station has opening for thoroughly experienced, all-round staff announcer. This is a permanent position with future. Salary plus talent fees. Give complete background, experience and photograph first letter. Box 157, BROADCASTING.

We need an announcer starting at $30-35 weekly. We need a first class engineer with announcing ability. We need woman's director with announcing and copywriting ability. If interested in fast growing station in small southern town write giving salary expected to Box 162, BROADCASTING.

FM time salesman wanted for New York City station. State age, experience. Box 166, BROADCASTING.

Wanted—Chief engineer, new 5 kw station under construction in Illinois. Directional antennae experience preferred. Excellent opportunity. Box 167, BROADCASTING.

Announcers—Fast growing midwest network outlet, city 100,000, wants two experienced men. Must handle any type show—Chicago area. $55 per week, 40 hours, advancement. Box 174, BROADCASTING.

Manager wanted by 14 year old 250 watt standard and new FM station. Only station in prosperous midwest city. Newspaper owned. Good salary and bonus arrangement. An unusual opportunity. Send complete details and photo first letter. Box 178, BROADCASTING.

Not a genius—just a good selling voice. Excellent opportunity, 1 kw central Connecticut daytime, independent. Ambition and adaptability more valuable than experience. You must work with us—not for us!! Familiarity with console and turntables necessary. Single. Send details, salary requirements, disc and photo to Box 179, BROADCASTING.

Continuity writer with previous radio experience absolutely essential. Write for interview. Ivon B. Newman, Radio Station WBMS, 35 Court Street, Boston, Massachusetts.

Control room operator with first class license. Send references and complete details experiences. Also picture. Station WOAI, San Antonio.

Announcer with first phone $60 weekly to start. ABC affiliate. KENO, Las Vegas, Nevada.

Combination engineer-announcer wanted by Mutual station. Must have first class phone ticket. Experience desired but not necessary. If interested contact immediately by telephone or wire giving full details. Radio Station WLAY Muscle Shoals, Alabama.

Two combination men for new 250 net affiliate. Rush disc, recent photo, WDEC, Americus, Ga.

Program director for new 500 watt daytime station. Must be experienced in both rural and urban programming. Must handle news shows. Wm. Ware, KSWI, Council Bluffs, Iowa.

Farm editor for new station. Better than average opportunity for man who qualifies. This is a tough job, but pays well. Wm. Ware, KSWI, Council Bluffs, Iowa.

New local station scheduled to open about May 1, will need two combination announcer-engineers, continuity writer and newscaster also experienced office secretary. Apply by letter including recent photo or snapshot, KXLO, Lewistown, Montana.

Help Wanted (Cont'd)

Punch-writer — Well-paying position open for young man or woman who can make commercial copy stand up and sell! 1,000 watt, midwest, regional network station desires to round-out continuity staff with experienced writer who can produce strong, brisk sales copy. Earnings above average. Send sample copy, qualifications and photo, to WFDF, Flint, Michigan.

Engineer—First class, with announcing experience. Station KOPO, Tucson, Arizona.

Wanted—Two experienced announcers with some knowledge of continuity writing for new 250 watt progressive station. Send disc and letter stating previous experience and salary expected to WBPZ, Lock Haven, Pennsylvania.

Disc jockeys - Announcers—Experienced for new England, California. RRR, Personnel Service, Box 413, Philadelphia.

Wanted—Chief engineer for AM daytimer and FM unlimited. Applicant must have been reared or educated within 150 miles of Detroit. Studio and transmitter broadcast experience essential, also ability to train local inexperienced staff. Stations to go on air October 1st. Employment May 1st. Send photograph, qualifications, and references first letter. Box 196, BROADCASTING.

Experienced announcer, specialty ad-lib, new metropolitan market station. Send disc, information, salary expected immediately. Box 205, BROADCASTIING.

Commercial manager wanted—Prefer one that can understand people in south. 1000 watt daytime station, good market, business good. Must be energetic, have own car. Single man preferred. Write or telegraph John C. Hanner, WCPS, Tarboro, N. C.

Have openings for talent for thirteen weeks schedule starting August 1st including broadcast and personal appearances. Hillbilly bands, organists, singers, etc., send pictures, history, audition record. Radio Station WRRF, Washington, N. C.

Salesman. ABC station in good market of over 350,000. High commission with moderate draw will make this very attractive for a hustler who knows how to sell and make money. Wire J. Eric Williams, WGAT, Utica, N. Y.

Wanted—Operator with first class phone license, no experience necessary. Contact W. W. Primm, Manager, Radio Station WWGP, Sanford, North Carolina.

Announcer with reasonable experience needed by progressive 250 w network affiliate. Southeast. Congenial staff, moderate living conditions. Box 208, BROADCASTING.

Situations Wanted

Assistant sales manager with knowledge traffic, station relations, sales, ET services, correspondence and other business procedures. Presently employed, but desirous making worth-while and permanent connection. Available May 1st or when do you need me? Box 44, BROADCASTING.

Writer: Experienced continuity and dramatic. Credits ranging from comedy to documentary. Excellent knowledge programming and production. Available June 1st. Box 47, BROADCASTING.

Situation wanted; FM engineer, preferably chief. 5 years FM includes construction, operation and design. 6 years broadcast including 50 kw originally at a pioneer FM outlet, just finished installation of new FM outlet. Married, children, prefer northeast or southeast. but position prime consideration. Box 101, BROADCASTING.

Top-flight sportscaster available; play-by-play reviews all major sports; baseball especially. Veteran, married, disc and snapshot on request. Box 111, BROADCASTING.

Former ship radioman, single, age 46, four years broadcast transmitters 1-10 kw directional, conscientious teetotaller, transmitter only. Box 116, BROADCASTING.

Situations Wanted (Cont'd)

Chief engineer—Seeks connection with progressive 1-5 kw station or network. Experienced AM and FM, design, construction, operation, and directional antennas. Technical college graduate. Prefer east or middlewest. Box 117, BROADCASTING.

Chief engineer—Installation experience FM-AM. All powers and network, operating and maintenance. Equipment design with manufacturer. Available immediately. Go anywhere, prefer midwest. Phone Chicago, Ardmore 7929. Box 125, BROADCASTING.

News specialist, including editing. Reliable, conscientious. Presently employed, available May. Box 126, BROADCASTING.

Chief engineer available June 1st. Extensive experience all phases broadcast engineering including consulting. Box 129, BROADCASTING.

Engineer, experienced transmitter studios, recording. Make offer. Box 143, BROADCASTING.

Station manager. 17 years personnel, production, programming. Want to develop small station. Ideas, versatility, can make the most of what you've got. Excellent organizer, administrator. Locate anywhere. Top references. Veteran, married, 38. Box 151, BROADCASTING.

Announcer—Vet, single, two years top radio and theatre school. One year experience on dramatic show. Disc. photo on request. Box 155, BROADCASTING.

Writer-announcer—Good education, radio training, thorough musical knowledge. Can prove ability if given opportunity. Will go anywhere, work on trial basis, accept any salary to compensate for experience. Box 159, BROADCASTING.

Program director-announcer—Government radio experience, creative programming, community minded. Single, prefer new station. Box 160, BROADCASTING.

Sports-announcer. Handle all sports, general studio announcing. Veteran, single. Box 161, BROADCASTING.

Manager—Prefer new station, medium market. Age 28, family. Box 164, BROADCASTING.

Announcer-staff, 2 years AFRS, stage experience MC, comic, singer, anxious to again prove ability, completed refresher course at top radio school in Radio City. Single, prefer east coast progressive independent or affiliate. Disc and details on request. Box 168, BROADCASTING.

Program director, production manager. Eight years New York background includes announcing, writing, newscasting. Theatre background actor-director. Veteran, single, 31. Minimum $75.00. Box 169, BROADCASTING.

Manager—Excellent background in sales, programming and promotion. Top references and record. Reliable, responsible and experienced. Box 170, BROADCASTING.

Ambitious girl—23, experienced in announcing. Seeking job with progressive station. Box 171, BROADCASTING.

Ex G.I. desires job in progressive station. Age 27, single, sober, no floater. Background of five years radio before war included local and regional station experience in announcing, continuity and production. Ambitious, but no "know-it-all". Salary secondary to permanent position and chance to develop with operation. Box 172, BROADCASTING.

Manager of new, local independent available near future. Present station 5th in market. Profitable from opening. Paying out at rate of 75%. Box 173, BROADCASTING.

Broadcast construction engineer, twelve years extensive broadcast installation experience, E.E., Degree, desire permanent position chief engineer. Box 176, BROADCASTING.

Program director—Independent and network operation. 12 years experience. Married, child. Box 163, BROADCASTING.

Program director of 250 w Mutual affiliate desires change to larger city. Ex-Army officer, Harvard graduate with business experience. Successful at program sales and promotion. Experienced commercial and program continuity, versatile announcer. Will consider any reasonable offer. Box 177, BROADCASTING.

Sports and special events, 7 years experience—now employed, veteran. I want to move up! Baseball, hockey, football and telegraphic recreations. Box 180, BROADCASTING.

Situations Wanted (Cont'd)

Announcer becoming poppa. Poppa gotta have job near mama. Got talent. Gotta have station in east. Wanna settle down. No fly by night. Box 204, BROADCASTING.

I want to sell time! This is a switch for me . . . one I know I can make successfully. Little direct selling experience, but something better. Nine years in radio and advertising as time buyer, copywriter and radio director in top agencies and networks. Major firm only. Prefer New York. Single, 32. Box 182, BROADCASTING.

Announcer—12 years experience. Married, child. Box 165, BROADCASTING.

Announcer—Sports, news, etc. Vet, 29, thoroughly trained all phases. B.S. in speech. Single, go anywhere. One year commercial radio, one educational. Box 183, BROADCASTING.

Engineer first phone, experienced transmitter, control room, network, recording, VHF. 5 years radio, 1½ years chief engineer. Competent, dependable. Box 184, BROADCASTING.

Transmitter and studio engineer. 1st phone. Beginner. Anxious to get started. Will travel 500 miles from Boston, Mass. Box 188, BROADCASTING.

Copywriter, four years experience. Prefer New England. Available reasonable notice. Box 190, BROADCASTING.

Capable, experienced announcer-program director, seeks permanent position New England area. Box 189, BROADCASTING.

Announcer. Experienced. Married. Desires permanent position. Dependable, can produce. Box 193, BROADCASTING.

Announcer, versatile. Vet, 24, married. Two years 50 kw. Acting experience. Attended accredited radio school. Prefer midwest or west. Disc and photo on request. R. McLaughlin, 1455 Rascher, Chicago 40, Illinois.

CASH—No haggling if price right for control or minority interests in going AM or FM stations or construction permits. Please give market data, frequency, power and population. Box 187, BROADCASTING.

GENERAL MANAGER wanted by new 1000 watt daylight station in Pennsylvania. Must be young, aggressive and not afraid of accepting full responsibility. Good salary, profit-sharing arrangement and eventually stock ownership. Send full details and photograph. Box 185, BROADCASTING.

AVAILABLE
Producer — Director
Experience with large N. Y. station
Age 35 — Single
Box 195, BROADCASTING

Experienced Salesman Wanted
If you have a successful sales background in radio or newspaper preferably out of New York City, are hardworking, imaginative, aggressive and seeking a high paying permanent connection with top New York City independent station where your income will be reflected by your ability. Write Box 709, BROADCASTING.

WANTED — Executive secretary — administrative assistant, established NBC station—with knowledge FCC rules and forms, general office procedure, correspondence, etc. Box 131, BROADCASTING.

Situations Wanted (Cont'd)

Can you disprove this for me? No job, without experience—no experience without a job. Vet, Portland Announcing Studio graduate. Photo and disc on request. Russ Jamison, 1548 Mill Street, Salem, Oregon.

Position wanted Eastern Seaboard. 1st class phone, Class A amateur, 7 years radio design. All offers considered. Write R. B. Essex, 2156 Cruger Avenue, NYC, 60.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8300 Wilshire Blvd., Beverly Hills, Calif.

Junior announcer wants position. Excellent references, experienced. Can operate control board. Larry McDonald, Toulon, Illinois. Phone Elmira, Illinois 12-F-12.

Public relations—sales! Experienced! RRR, Personnel Service, Box 413, Philadelphia.

Attention Phoenix, Tucson, other southwest communities—can you use experienced, mature baseball announcer with big league experience, also intelligent football description (former coach), special events, ad-lib. Write own programs. College background. Highest recommendations. Box 197, BROADCASTING.

Continuity writer available immediately. Well recommended, versatile. Desires position with future. Box 181, BHOADCASTING.

Versatile announcer. Veteran, 22, have some commercial announcing experience. Announcing college graduate. Can operate own controls, and platter shows. Box 198, BROADCASTING.

Woman's program commentator with six years experience in small station, desires chance to learn program directing in larger station. Box 199, BROADCASTING.

Actor-announcer, up and coming young man, responsible and ambitious, desires position with up and coming radio station. J. Oranch, 2530 Ocean Avenue, Brooklyn 29, NY. DEwey 6-3321.

Announcer. Wants opportunity in small station. Age 25. Will take spot any place in USA. Disc available. Box 200, BROADCASTING.

Operator desires position with progressive station. Eleven years experience. Box 203, BROADCASTING.

Comedian disc jockey with regional station experience desires change to larger city. Humorous patter, imitations, sound effects, kiddie stories a specialty. Large following guaranteed. Veteran, single, 23. Box 202, BROADCASTING.

If you can offer position with future and decent starting salary, I'm your man. Announcer, 3 years experience on all type shows including sports and disc. Presently employed but no advancement possible. Disc and details on request. Box 201, BROADCASTING.

Transmitter operators—Limited experperience, $35 weekly. RRR, Personnel Service, Box 413, Philadelphia.

Experienced engineer, first phone, desires position midwest. All replys answered. BESCH, 105 N. Main, Jonesboro, Arkansas.

Veteran wants start in broadcasting. Engineer, 1st phone. RCA graduate. Wage not important. Albert Novak, 115 Freeman Street, Brooklyn 22, New York.

Announcer-copywriter seeks connections in southern California. Ten years various phases radio. Box 206, BROADCASTING.

Chief engineer's position wanted—full particulars, experience and references upon application. John Harris, 121 W. Kerr Avenue, Lufkin, Texas.

Announcer-veteran, young, desires position with progressive station. Graduate leading radio school, Radio City, New York. Travel anywhere, available immediately. Frank Walthour, 2718 Buchanan Street, N.E., Minneapolis, Minn.

Announcer, thoroughly experienced and topnotch. Network voice with proven sales appeal. Age 27, married, one child. Dependable man wishes to settle in New England city or town and join progressive staff. Available immediately at $65 per week. please write Box 207, BROADCASTING.

For Sale

For sale: Gates consolette Model 30-C, provisions for operating two studios, announce mike, turntables, and twelve remote lines, complete with tubes and power supply; two Gates CB-7 turntables complete with Audak pickups. Gates three position equalizers; control room table, especially built to house 30-C consolette, sets diagonally across control room corner giving equal vision into two studios. All in excellent condition. Write KOTA, Rapid City, South Dakota.

2 **Rek-O-Kut** recording turntables, completely overhauled. Apply WKEY, P. O. Box 629, Covington, Virginia.

For sale: Collins 1 kw, 20-H broadcast transmitter, complete with 2 sets tubes. Excellent condition. Available immediately. Write, wire or phone KLPM, Minot, North Dakota.

For sale—Type 4247 Wincharger tower, 180 feet complete with guy wire hardware, guy insulators and base insulators. No anchors or lighting. Tower now stored Sioux City, Iowa. Immediate delivery. Price $1000.00. Box 192, BROADCASTING.

For sale: Gates remote conditioner. $65.00. Address replies to The Chimes Hour, Van Wert, Ohio.

For sale—Immediate delivery, all in perfect operating condition. Two Presto transcription tables complete with heads 62-A used less than a year. Gates remote conditioner single channel, good condition. A Radiotone recorder and playback with built-in radio, 78 & 33 1/3 R.P.M. portable and in good condition. Two RCA Model 70 turntables without pickups, used four years. Write, wire or call WMFF Plattsburg, New York.

Jockey's comedy script collection. $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, New York.

For sale—One Western Electric frequency monitor model 1 C in good condition with crystal for 1450 kc. Also, complete set spare tubes. Contact Campbell or Stokely, WAGC, Chattanooga, Tenn.

For sale—1-1 kw Western Electric model 304 A transmitter, now in use. Will be available around May 1. Radio station WFNS, Burlington, N. C.

RCA 1 kilowatt transmitter model 1 k, purchased new 1941 available possibly sixty days complete. Excellent condition. Consider first offer $6600.00. KUJ, Walla Walla, Wash.

Two Western Electric 220-C vacuum tubes; 3000 feet of four inch and 3000 feet of two inch copper ribbon, in six foot lengths; 4000 feet Western 'Electric D-107058 coaxial sampling line, ten end seals. WHB, Kansas City, Missouri.

For sale: One Harrel steel-tubular type antenna now in use, complete with lights, flasher equipment, guy wires and insulators; available about 60 days first $1500.00 takes it F.O.B. WASK, Lafayette, Indiana.

Gates model 21-A antenna tuning unit in service only three months, like brand new, $150. Can ship immediately. KAVE, Carlsbad, New Mexico.

Temco transmitter, 250 watts, never used, $1500. Studio console, oscilloscope, other equipment priced low. Box 124, BROADCASTING.

12½% interest in 250 watt, (CBS) station. Powerful FM granted. $10,000 down. Box 175, BROADCASTING.

For sale: Radio station in Birmingham, Alabama. Will deal only with principals. Box 191, BROADCASTING.

For sale: 1 RCA #300-A phase monitor. Good condition, complete with tubes, $225. B. C. O'Brien, Chief Engineer, WHEC, Rochester, N. Y.

Wanted to Buy

Wanted to buy—250 watt network affiliate. Box 997, BROADCASTING.

Wanted—Western Electric or RCA studio console, microphones and turntables, new or used. Box 186, BROADCASTING.

Wanted—One code beacon, complete with flash switch, preferably General Electric model 2 AAB 1A1. Wire or phone Radio Station WMOC, Covington, Georgia, Chief Engineer. Phone 2275.

General Radio RF oscillator or signal generator. Box 194, BROADCASTING.

Miscellaneous

9 A's and all other reproducers repaired. Prompt and efficient service. Broadcast Service Company, 334 Arcade Bldg., St. Louis 1, Mo.

State Dept. Survey Shows British Edge In Foreign Broadcasting, U. S. Second

STATE DEPT. survey of international shortwave voice broadcasting released last Tuesday revealed the U. S. in second place among the "Big Four" with 9.21% of total broadcasting time.

Great Britain led the list with 16.56%, Soviet Russia was third with 6.09% and France fourth with 3.83%. The British were shown to be transmitting in 46 languages, Radio Moscow in 30 and the "Voice of America" in 24 languages at the end of the year (25 with the addition of Russian in February).

All told, 56 nations are beaming more than 4,000 hours of international broadcasting per week. The programs, said the State Dept's survey, "are designed to further national policy." At the same time, it continued, "international broadcasting can make a tremendous contribution to understanding among people . . . Radio is the only way in which one country can communicate directly and instantaneously with people in other countries. It is the only way of reaching large areas of the world blacked out by local censorship . . ."

The broadcasting "annual report" came at a time when the State Dept. faced severe cuts in its appropriations. It also served to underscore the Department's desire for establishment of an International Broadcasting Foundation [BROADCASTING, March 31] to assume responsibility for the "Voice of America."

Called Essential

The report concluded that "in the present world situation centralized activity in international voice broadcasting is essential to the protection of the United States' interests and commitments abroad and to the building of a peace based upon mutual understanding."

If the International Broadcasting Foundation plan is adopted, said the report, foreign listeners will have to be informed "in some clear-cut manner" that the programs are not necessarily expression of official U. S. policy.

The report was emphatic on two points: That the government must continue in the international broadcasting business because private interests cannot afford to offer necessary world-wide coverage and that the "Voice of America," although its effect cannot be accurately measured, has been tremendously effective.

BUILD WORLD OPINION

Bryson Says Broadcasting Thus Can Aid Future Peace

PLANS so far submitted for international broadcasting, while intended to serve a good purpose, are not good enough to overcome some practical obstacles, Lyman Bryson, CBS counsellor on public affairs, told Dr. Arno Huth's class on international broadcasting on April 8 at the New School for Social Research, New York.

Although it is true that broadcasting can make a contribution to international understanding, "it is necessary to look with some skepticism on most of the plans now being discussed," Mr. Bryson pointed out.

Despite the obstacles, he said, "we can spread news around the world with radio, bringing the events as they happen to every country, and on that will be based one of the great elements in future peace—a world public opinion. We can put friendly and helpful ideas into entertainment and drama and build up international friendship that way. And, of course, we can broadcast to the schools. The important thing is not to expect too much too soon and then be disappointed and lose courage for the long pull."

Sees 400,000 Video Sets Produced During 1947

THAT THE TELEVISION receiver industry will produce about 400,000 video receivers of all types during 1947, or about 20 times as many as were in use at the end of 1946, was the prediction of Reynolds R. Kraft, general sales manager of NBC's television department, in an address before the Edison Electric Institute in Chicago.

Pointing out that if each of these video sets is used on an average of only one hour a day, the annual power consumption of 400,000 would total 43,800,000 hours, Mr. Kraft cited the example of the Philadelphia Electric Co. which is sponsoring a daytime video show on WPTZ Philadelphia three afternoons a week, with an audience acceptance and appreciation on a par with evening programs.

FOR SALE

Southwest Station

Excellent 250 watt network affiliate located in choice southwest market. Primary coverage more than 250,000. Price right at $100,000 which is less than four times earnings. Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn
1011 New Hampshire Ave.
National 7405

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

'Rochester' Reprints

REPRINTS of the article in the April 7 BROADCASTING, covering the role played by the radio medium in helping Rochester, N. Y., retailers set sales records during the Nov. 8-Feb. 8 newspaper strike, may be obtained at cost from BROADCASTING. The reprints include the main article, along with articles by Willard Campbell, sales manager of Sibley, Lindsay & Curr, Rochester department store, and Frank E. Pellegrin, NAB Director of Broadcast Advertising, as well as an editorial titled "Ask Rochester!"

'Luckies' Spots

THE AMERICAN TOBACCO Co., New York (Lucky Strike cigarettes), on April 14 for five weeks, begins a spot campaign on 26 stations of the Intercollegiate Broadcasting System. Three times daily a spot announcement featuring the Jack Benny Sportsmen quartet will be heard. Agency for Lucky Strikes is Foote, Cone & Belding, New York.

WHBQ
Whole Hearted Broadcasting Quale*
*WEBSTER SEZ: Quale—'a quality'
MEMPHIS

WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station.
—Memphis advertisers know Memphis media. Buy where they buy.

WHBQ has the quale (or quality to you) of knowing the market and the type of programming and promotion that produces results economically—we are always glad to prove our selling ability.
CALL W. H. BEEGUE
RAMBEAU
New York • Chicago • Hollywood

FCC Authorizes 36 Conditional Grants For New FM Stations

TWENTY - EIGHT conditional grants for new FM stations were authorized Thursday by FCC. Of these 10 are for class A facilities while 18 are for class B assignments. All are subject to further review and approval of engineering details.

At the same time the Commission issued a construction permit for new FM station to The Huntsville Times Co., licensee of WHBS Huntsville, Ala. Facilities are class B with power of 10 kw. Antenna height above average terrain is 1,150 feet. Frequency will be assigned after final proceeding in Docket 6768, the class B FM reallocations case (see story page 15).

Of the conditional grantees, 21 presently operate standard stations. The class A grantees are (AM affiliation in parentheses):

Fulton County Broadcasting Co. (WBYS), Canton, Ill.; William H. Miller, Painesville, Ohio; Coshocton Broadcasting Co. (AM grantee), Roscoe, Ohio; James B. Littlejohn (KLWT), Ogden, Utah; Broadcast Management Inc. (WBCC), Bethesda, Md.; Gale Broadcasting Co., Oak Park, Ill.; Batavia Broadcasting Corp. (WBTA), Batavia, N. Y.; Robert W. Rounsaville (WBAC), Cleveland, Tenn.; Citizens Broadcasting Co., Abilene, Tex.; Arlington-Fairfax Broadcasting Co. (WEAM), Arlington, Va.

Class B Stations

The class B conditional authorizations:

LaGrange Broadcasting Co. (WLAG), La Grange, Ga.; Queen City Broadcasting Co. (KDSH), Boise, Ida.; Modern Broadcasting Co. of Baton Rouge, La.; J. E. Richmond, et al., doing business as Tulare-Kings Counties Radio Assoc. (KTKC Visalia, Calif.), Fresno, Calif.; Amphlett Printing Co. (KSMO), San Mateo Calif.; Clinton Broadcasting Corp. (KROS), Clinton, Iowa; James R. Doss Jr. (WJRD), Tuscaloosa, Ala.; McClatchy Broadcasting Co. (KOH KFBK KWG KMJ KERN), Modesto, Calif.; Birney Imes Jr. (WMOX), Meridian, Miss.

Clark Assoc. (WNBF Binghamton, N. Y.), Buffalo, N. Y.; Leon Wyszatycki, trading as Greater Erie Broadcasting Co. (WWOL Lackawana, N. Y.), Buffalo, N. Y.; Wyoming Valley Broadcasting Co. (WILK), Wilkes-Barre, Pa.; Greenville Broadcasting Co. (WESC), Greenville, S. C.; Tennessee Valley Broadcasting Co. (WAGC), Chattanooga, Tenn.; Claudia T. Johnson (KTBC), Austin, Tex.; Sky Broadcasting Service (KSKY), Dallas, Tex.; Ohio Valley Broadcasting Corp. (WPAR), Parkersburg, W. Va.; Central Broadcasting Co. (WSAU), Wausau, Wis.

Principals in Modern Broadcasting Co. are: Louis S. Prejean, attorney, president and 36.3% owner; Charles C. Barnard, and Jack S. Burk, consulting municipal engineers, 23% owner each and vice president and treasurer, respectively; Jack E. Gremillion, attorney, secretary and 10.2%; Francis H. Lee, director and 5.6%; Lefevbre J. Lefevbre, with Department of Revenue, State of Louisiana, director and 1.7%.

William H. Miller, also an applicant for Painesville, is former owner of International Metal Hose Co.

Other Ownership

Three local businessmen hold equal interests in Gale Broadcasting. They are: Bernard Jacobs, general manager Brown Bag Co., president; Lester Jacobs, third owner Castle Bakery, vice president, and Harry Brown, owner Brown Bag Co., secretary-treasurer.

Group of five businessmen hold 20% interest each in Citizens Broadcasting Co. They are: W. P. Wright, Gulf Oil Products distributor, president; E. P. Nead, bakeries owner, secretary-treasurer; O. D. Dillingham, in ice, dairy products, lumber and oil businesses, vice president; E. L. Thornton, head of Thornton Dept. Store and Thornton Motors, director, and J. R. Yonge, director.

Comr. Clifford J. Durr voted for hearing on two cases, the grants to WEAM Arlington and Central Broadcasting, Wausau, Wis.

Earlier in the week the FCC had announced conditional authorizations of four class A and four class B outlets. Comr. Clifford J. Durr voted for hearing in each decision.

Recipients of the class B authorizations are KCKN Kansas City, Kan.; Binghamton Press Co. Inc., Binghamton, N. Y.; WLOK Lima, Ohio, and WJSW Altoona, Pa. The class A grants go to The Valley Publishing Co., Harlingen, Tex.; its affiliated firm, Valley Evening Monitor Inc., McAllen, Tex., and Dairyland's Broadcasting Service Inc., for both Stevens Point and Wisconsin Rapids, Wis.

All of the grants are subject to further review and engineering conditions.

The Binghamton Press Co., which publishes daily Binghamton Press, is owned by Frank E. Gannett Newspapers. Gannett is identified with ownership of WENY Elmira, N. Y. (also conditional FM grantee); WHEC and WHEP-FM Rochester, N. Y.; WTHT Hartford, Conn. (also conditional FM grantee); WOKO Albany, N. Y. (see story page 20); WHDL Allegheny, N. Y., and WDAN Danville, Ill. Binghamton Press has pending an AM application.

The Valley Publishing Co. and Valley Evening Monitor Inc. are headed by L. E. Owens, president and 54% owner, and other members of his family. The Owens publish papers throughout the Rio Grande Valley. Secretary and vice president of Valley Publishing is R. L. Owens, 10%. L. E. Owens Jr. is vice president, treasurer and 9% owner. Simon Casady is vice president and 10% owner of Valley Evening Monitor. Valley Publishing prints the daily Valley Star while the Valley Evening Monitor prints the daily Valley Monitor.

Dairyland's Broadcasting Service also is conditional FM permittee at Marshfield, Wis., where it owns WDLB, AM outlet. There is pending at FCC an application for assignment of license of WIGM Medford, Wis., to Dairyland's Broadcasting for $30,000. WIGM licensee and general manager is George F. Meyer, who is 20% owner and secretary of the assignee firm and who will be general manager of the new FM outlets in addition.

Dellinger Elected

DR. J. H. DELLINGER, chief of radio division, National Bureau of Standards, Dept. of Commerce, was elected chairman of the Interdepartmental Radio Advisory Committee at the group's monthly meeting April 3. Other new officers of the IRAC: vice chairman, Capt. Paul D. Miles, chief of Frequency Service-Allocation Division, FCC; chairman of IRAC technical subcommittee, S. L. Windes, physicist of Bureau of Mines, Interior Dept.; secretary, Marvin A. Price, Frequency Service-Allocation Division, FCC, reelected for two-year term. Outgoing officers: Col. A. G. Simson, chairman; Dr. Dellinger, vice chairman; Commdr. J. M. Grider, Navy Frequency.

Kenton Case

KENTON CASE, 38, program director and announcer of KGU Honolulu, was killed April 5 in the crash of an Army plane near Decaturville, Tenn. He was on vacation at the time.

KINGAN
A RELIABLE NAME IN THE WBNS MARKET
WBNS clients get results. Kingan sales have been proving this.
ASK JOHN BLAIR

IN COLUMBUS, OHIO IT'S
COVERS CENTRAL OHIO
WBNS
163,550 WBNS FAMILIES IN CENTRAL OHIO

WOKO

(*Continued from page 20*)

tional days should be adequate for WOKO Inc. to wind up its affairs and cease broadcasting. The station, he said, has had the four months since the Supreme Court decision in which to start this termination procedure.

Comr. Durr also contended that FCC "should forthwith consider the application of Van Curler Broadcasting Corp. on its merits and act upon it."

In calling for further applications for 1460 kc at Albany instead of acting now on Van Curler's, the Commission majority acknowledged that its rules provide that a new application will not be considered competitively with one already filed unless the new one is tendered at least 20 days before hearing is held on the old one. Since Van Curler's was heard last November, this rule normally would preclude consideration of mutually exclusive applications filed since then or in the future, until after disposition of the Van Curler case.

Rule Waived

Waiving this rule, the Commission pointed out that while WOKO's renewal case was in litigation there were uncertainties about the outcome which might have kept would-be applicants from filing, and that "the fortuitous circumstance that Van Curler filed its application and obtained a hearing before these uncertainties were resolved should not preclude consideration of other applicants who may now desire to file competing applications. . . ."

FCC conceded that it "might have been better procedure" to withhold hearing on Van Curler until the litigation was resolved. But the Commission contended that its administrative procedures "can and should be modified to cover the unusual type of situation presented here," to assure that the frequency vacated by WOKO is "assigned to the best qualified applicant and in a manner designed to assure the most fair, efficient, and equitable distribution of facilities."

Comr. Durr insisted that "uncertainties" exist in connection with all applications; that this particular case does not justify a waiver of rules; that the Van Curler application has been on file more than a year, and that "I can see no outstanding considerations of public interest in this case which warrant a further delay in giving Van Curler what it 'is legally entitled to.' "

Jett's Views

Comr. Jett noted that FCC in recent years has been faced with "an alarmingly large number of cases involving misrepresentations," and that the WOKO decision "was pitched in large part upon the Commission's desire to fashion effective measures to insure accurate reporting. As a result of this unannounced change in policy WOKO would go off the air for a misrepresentation initiated 16 years ago while other stations which have made misrepresentations have been discovered, forgiven, and relicensed." (He referred specifically to 13 cases.)

Comr. Jett added that "WOKO, having been selected as the vehicle for impressing upon the whole industry the necessity for accurate reporting, would go off the air without consideration having been given to how well it may have served the listeners in the Albany area. . . . Certainly, the public interest of listeners in the Albany area does not require the deletion of WOKO from the air. . . .

"In view of our mild measures to others in the past . . . it seems to me that an order designed to deal appropriately with the guilty parties, and to give the innocent parties an opportunity to continue the service which WOKO now renders, would serve adequately to give notice to licensees and applicants that lenience in dealing with false statements and concealments of fact can no longer be expected from the Commission, and would at the same time preserve from destruction the interests of the innocent parties and of the listeners who now receive WOKO's service. . . ."

GATHERED around speaker's table at luncheon session April 8 of Assn. of National Advertiser's spring meeting in Chicago are (l to r): Robert B. Brown, Bristol Myers Co., New York; John H. Kraft, president, Kraft Foods Co., Chicago; Wesley I. Nunn, advertising director, Standard Oil Co. (Indiana), and president of CFAC; A. C. Seyfarth, educatonal director, International Harvester Co., Chicago. [ANA story on page 15]

VIDEO POOL IS PLANNED FOR OFFICIAL NAVY FILM

MAJOR TV companies met with Navy officials last Tuesday to discuss establishment of a pool to handle official Navy film for video use.

Commander Harrison Holton, chief of Navy's radio and television section told BROADCASTING he is expecting video producers to propose a pool similar to that used by newsreel producers.

NBC, CBS, ABC and Du Mont were represented at the meeting. Attending for NBC: J. Harrison Hartley, Charles C. Bevis Jr., John Gaunt; for ABC: Bernard Pearse; for CBS: Edward Evans; for Du Mont: Roger Coelos, Jules Huber. The War Dept. is expected to follow whatever procedure the Navy may establish for maintaining liaison with these companies.

Transfer Granted

CONSENT has been granted by FCC to transfer of control of KFH Wichita, Kan., from group of present trustees to Wichita Eagle Inc., a corporation controlled by the same individuals in proportion to their respective KFH holdings. No money is involved.

Increase to 50 kw Is Granted to WIBC

INCREASE in power to 50 kw fulltime, directional, on its present frequency of 1070 kc was granted as final last week to WIBC Indianapolis by FCC. The increase had been proposed by the Commission in mid-January [BROADCASTING, Jan. 27].

The final decision involved severance of the WIBC application from consolidated proceeding with related requests of WINN Louisville and Mid-America Broadcasting Co. Mid-America received a proposed grant for a new station at Louisville on 1080 kc with 5 kw day and 1 kw night in the January decision while WINN received proposed denial of its bid to switch to that assignment from its present 250 w operation on 1240 kc.

Following the January announcement exceptions were filed by WINN, but these related only to the proposed grant to Mid-America. WIBC filed petition for severance and grant of its request. No date has been set for further hearing in WINN-Mid America case.

Both WIBC under its new operation and the proposed Mid-America outlet will have some loss of daytime audience potential because of adjacent channel interference.

There's only one WOW Omaha +

COVERAGE 590 KC. 5000 WATTS (CHECK BMB)

PROGRAMS NBC AFFILIATION BEST LOCALS—BEST NEWS

KNOW HOW Johnny GILLIN PRESIDENT

CALL JOHN BLAIR

KSFO MUSIC PAYS OFF!

Advertisers are cashing-in on KSFO's music policy. Write for the "Music Story" and learn why 3 out of 4 San Francisco-Oakland Bay Area radio families prefer KSFO to any other independent station, or ask your Universal Radio Sales representative.

URS

KSFO 560 SAN FRANCISCO

TV-Films Meshed in Demonstrations

Reel Made in Atlantic City Televised Hour Later In Philadelphia

MOTION PICTURES photographed from a plane flying over Atlantic City last Tuesday afternoon were telecast an hour later over WPTZ Philadelphia and observed on Philco television receivers by a group of newspapermen gathered in the Germantown Cricket Club for the first demonstration of a new fast film developing process developed by Eastman Kodak Research Laboratories.

Process, designed to enable a television news crew to film a news event, develop the pictures on the way back to the studio and put them on the air at the first available time, was impressive, although Eastman officials emphasized that the process is still in the experimental stage.

Conducted by the television department of ABC, in cooperation with Eastman and Philco, the demonstration began at the Southwest Airport in Philadelphia shortly before 1 p. m., when the newspapermen were photographed in front of a United Airlines DC-3, which at 1:05 took off for Atlantic City with the video film cameras in operation. The plane reached its destination at 1:38, photographed the boardwalk and the coastal waters off Atlantic City, where the Coast Guard participated by staging a simulated rescue mission, until 1:48; arrived back in Philadelphia at 2:12. The films, which had been developed en route, were then rushed to the WPTZ transmitter at Wyndmoor, Pa., and aired at 2:48 for the observers at the Cricket Club.

Unscheduled Highlight

An unscheduled highlight of the demonstration was the inclusion in the film of pictures of a scrub pine fire along the route. The cameraman for Emerson Yorke Studio, which took the films, also introduced a novel commercial into his pictures by focusing his camera on the wing of the plane bearing the word "United" for long enough to make the name perfectly clear to every observer.

An adaptation of the high-speed processing unit developed by Eastman for the Army, the machine used in the demonstration was a portable unit operating at a rate of eight feet of film a minute, taking about 25 minutes to process the 200 feet of film shown in the demonstration. Using chemicals heated to about 125 degrees Fahrenheit, in place of the usual 65 to 70 degrees, this process reduces the overall time for complete development and drying of a single frame of 16mm motion picture film to about 45 seconds, compared to 40 minutes for complete processing at normal temperatures.

As explained by Eastman engineers, the process replaces large chemical storage tanks with miniature ones, holding about an ounce of solution each, into which the solutions flow continuously at a rate sufficient to maintain constant photographic quality. This flow of the chemicals, which are maintained at high temperatures by a thermostatically controlled unit, the engineers said, amounts to "using six feet of solution for six feet of film."

Process Explained

In 15 seconds a frame of film is developed, rinsed and fixed. Next comes a hot spray wash and then the film passes between squeegee rollers that remove excess water. Final drying occurs during 15 seconds as the film moves over heated drums. Film can be developed to a negative or positive, depending on the process, it was explained. In the demonstration the film was developed to a negative and converted to a positive on the receiver screens by means of an electrical circuit at the transmitter. Film used in the experiment is a new type developed by Eastman to stand up under the high temperatures of the fast process.

Value of the process for television newscasting was hailed by Paul Mowrey, ABC director of television, who pointed out that it takes television news coverage a long way toward its goal of reporting pictorially with the same speed as radio does orally. There are many times, he said, when live video news pickups are impractical and when this fast film process will enable television to get a pictorial report to the public long before newspapers have reached the streets.

Fast film will also be valuable in theater television, it was predicted. A motion picture theater, it was pointed out, could film a special event, such as a horse race, from the screen of a television receiver and show the film to the theater audience at the conclusion of the feature picture. This would be much more practicable than attempting to arrange the theater's projection schedule so the special event would come exactly at the end of the regular movie.

NEW FILM process for television is introduced, with Charles Kunz, of Kodak Research Labs. inspecting finished negative film unwinding from drying drums of the rapid processing machine at eight feet a minute. The machine develops film to a negative or positive, depending on the chemical process used. In television, transmitting equipment converts the negative film to positive pictures on the screen

KLX Oakland, Calif. has received certificate of achievement from Bureau of Navy Personnel, in recognition of outstanding service during the war.

Upcoming

April 21: Meeting for North Carolina FM broadcasters to form FMA affiliate organization, Wilson.
April 21-22: NAB District 13 Meeting, Rice Hotel, Houston, Tex.
April 22-23: CCNY Third Annual Conference on Radio and Business, School of Business and Civic Administration, New York.
April 24: NAB Research Committee, Waldorf-Astoria, New York.
April 24-25: NAB Standards of Practice Subcommittee on General Program Policies, Edgewater Beach Hotel, Chicago.
April 24-25: RMA-Canadian RMA boards, Joint meeting, Seaview Country Club, near Atlantic City.
April 28-29: NAB Area G Meeting (Districts 4, 7), Hotel Roanoke, Roanoke, Va.
April 28-May 1: Annual Meeting, U. S. Chamber of Commerce, Washington.
April 30: RMA Advertising Committee, Hotel Roosevelt, New York.
April 30: Florida Assn. of Broadcasters meeting, Tutwiler Hotel, Birmingham, Ala.
April 30-May 1: Radio Farm Directors meeting, Dept. of Agriculture, Washington.
May 1-2: NAB Area F Meeting (Districts 5, 6), Tutwiler Hotel, Birmingham, Ala.
May 2-3: Ohio State U. Institute for Education by Radio, Columbus.
May 5-6: NAB District 2 Meeting, Waldorf-Astoria, New York.
May 8-9: NAB Area D Meeting (Districts 8, 9, 11) Palmer House, Chicago.
May 12-13: NAB Standards of Practice Committee, Waldorf-Astoria, New York.
May 13: NAB-ASCAP Joint Negotiating Committee, Waldorf-Astoria, New York.
May 15-16: NAB Sales Managers Executive Committee, Ambassador Hotel, Atlantic City.
May 21-22: NAB Board of Directors, Washington.
May 25-28: Advertising Federation of America Annual Convention, Boston.
May 26-27: NAB District 3, Lord Baltimore Hotel, Baltimore.
June 2-3: NAB District 1, Somerset Hotel, Boston.
June 2-4: Second Annual Distribution Congress and 12th Annual Convention of Natl. Federation of Sales Executives, Biltmore Hotel, Los Angeles.
June 9-12: Canadian Assn. of Broadcasters Annual Meeting, Jasper, Alta.
June 10-12: RMA Annual Convention, Hotel Stevens, Chicago.

Business Should Share in Responsibility For Fair Trade, Lowell Mason Asserts

A CHALLENGE to both industry and government to start shifting responsibility for fair trade practices to business was given last Friday by Federal Trade Commissioner Lowell B. Mason.

"As one of Uncle Sam's hired hands" Comr. Mason urged discarding the "wicked business interests" conception of private enterprise and a recognition that "laws are for guidance," not primarily for prosecution.

His address before Kansas U., Lawrence, Kans., was expected to excite much comment from industry and set the pace not only for trade practice procedures with FTC but for similar collaboration between radio and its FCC mentor. NBC found the subject matter of such universal importance that it carried a condensation on its network-wide public service program at 10:45, Friday night.

'Hit and Miss' Policy

Mr. Mason charged that "any man engaged in interstate commerce (if the government once set out to prosecute him) could hardly avoid having some kind of an order hung around his neck. In the world of commerce, government takes universality of wrongdoing so for granted that in filing complaints little effort is made to hide the fact that determining who shall be sued is like playing 'pin the tail on the donkey' with everybody blindfolded, including the spectators."

The government, he continued, spends too much time on "hit and miss" prosecutions of individual complaints "with little or no effort towards a mass understanding and acceptance of the law." He declared that many complaints leveled against businesses are "only indicative of common bad business habits which continued to flourish industry-wide in spite of single individual prosecutions."

Application of the trade practice procedure should be broadened, he indicated, to substitute for a wide variety of cases, implying that other government regulatory agencies should seek to broaden their educational rather than enforcement functions.

"Must industry," he asked, "fear risks in the area of law observance because of a lack of a common understanding with government? Must government and business be adversaries in court battles of wit to determine what the law is and who shall obey it? . . . This the vested interests in government would have you believe."

He declared himself in accord with President Truman's "theory that people are inherently honest, that the good in business comes from business itself and is not superimposed by the hand of force . . ."

He warned that the oft-touted threat of monopoly was most significant in government, not as more commonly expressed, in industry. "Instead of urging the revival of competition in commerce," he concluded, "let us determine if there be monopoly in bureaucracy."

First - Station Feud Reopened by NAB

U. S. Records Covering KDKA And WWJ Are Summarized

NAB last week reopened the controversy between KDKA Pittsburgh and WWJ Detroit over which station was the pioneer broadcaster. Dr. Kenneth H. Baker, NAB Director of Research, summarized official Government records on the subject after extensive research at the FCC, Dept. of Commerce and other agencies.

Occasion for publication of a summary of official records was appearance in the book *The WEAF Experiment* of a footnote attributing to NAB facts appearing in promotion material used in 1945 for the 25th anniversary of broadcasting. NAB disclaimed any part in preparation of the factual material, saying it had appeared in other publications.

NAB explained that it "did not in May 1945 and could not now properly take any final position in this internecine dispute." NAB's summary of official entries in U. S. records follows:

KDKA

1916

1/ Aug. 1, 1916, 8XK licensed as "new special land station" to Frank Conrad, Pittsburgh.

1917-1919
WORLD WAR I
(All amateurs off the air).

1920

1/ May 1, 1920, 8XK licensed as "new special land station" to Frank Conrad, Pittsburgh.

1/ Nov. 1, 1920, KDKA listed as "new commercial land station" owned by Westinghouse Company.

WWJ

Date Unknown

8MK, said to be ancestor of WWJ, not included in Bureau of Navigation lists.

1921

2/ June 30, 1921, 8CS first listed as licensed to W. J. Scripps, Detroit.

1/ Nov. 1, 1921, WBL listed as "new commercial land station", Detroit, owned by Detroit News.

1922

1/ April 1, 1922, Announcement of change of call letters from WBL to WWJ.

1/ Entries from "Radio Service Bulletin, Bureau of Navigation, Department of Commerce" for the dates indicated. This was a monthly service publication and constituted the only public record of changes in station operation.

2/ From the "Amateur Radio Stations of the United States, Bureau of Navigation, Department of Commerce". This was an annual listing of stations licensed and operating. It was published as of June 30 of each year and sometimes the additions for June were included in this list rather than the Service Bulletin, of the following July 1. 8CS could therefore have been licensed in June, 1920.

EDITOR'S NOTE—The chronology used by NAB in its 1945 anniversary promotion material consisted of excerpts from the history of radio appearing in the BROADCASTING YEARBOOK. In abstracting the BROADCASTING chronology, NAB omitted certain references to KDKA. Westinghouse, licensee of KDKA, later resigned from the association.

WCPO Cincinnati has received medal for outstanding public service from Post No. 5087 Veterans of Foreign Wars. Citation praised station's coverage of recent building collapse disaster in Cincinnati.

Annual Disc Identification Waiver During DST Is Made Permanent

A PERMANENT seasonal waiver of the usual transcription identification requirements so far as they relate to network-transcribed programs rebroadcast on a delayed basis during Daylight Saving Time was announced by FCC last week.

The action, involving an amendment of the disc-identification rule (Sec. 3.407), was based on requests of ABC and Mutual for a waiver this year similar to the one granted last year. The Commission concluded that an amendment of the rules would be more expedient than acting on similar requests, yearly.

Conditions attached to the waiver make it applicable only during DST seasons and "only when the off-the-line recording is made by the network itself at one of its key stations, and is for broadcast one hour later by those stations which operate on Standard Time." Affiliates using such delayed network rebroadcasts must announce that fact at least once a day, between 10 a. m. and 10 p. m. Networks should advise FCC if they use the delayed broadcast plan.

The historic rule of CBS and NBC against use of recorded programs presumably would prevent their following ABC and MBS practices of rearranging schedules with playbacks for DST. However, CBS studied the ABC method, it was reported, but as of last week was understood not to have definitely determined its DST plan. NBC is expected to continue feeding network shows on the basis of DST and let outlets in Standard Time areas rearrange their schedules accordingly.

In the Pacific Time Zone, however, various plans were reported. MBS-Don Lee programs were slated to remain in their normal time slots through use of transcriptions as necessary. NBC's programs will be carried live and an hour earlier, save those in the 5-6 p.m. period, which will be transcribed individually by Pacific stations for rebroadcast at more suitable times.

CBS Western Division previously announced plans by which programs normally heard 7:30-8:15 a.m. would be transcribed and carried 11:15-12 noon; similar, programs ordinarily heard 5-6 p.m. would be heard between 8 and 10 p.m. [BROADCASTING, April 7]. ABC will follow last year's formula of keeping most programs in their usual time periods by use of transcriptions on a network basis according to time zones.

FCC's amendment was made effective immediately "inasmuch as [it] relieves a restriction." It was adopted by the Commission on March 20 and announced last Monday. DST starts April 27 and continues to Sept. 28 in areas where it is effective.

FCC Reverses Its Earlier Decision, Issues Grant for Station at Biloxi on 1490 kc

FCC REVERSED itself in the Biloxi, Miss., 1490-kc cases last week, concluding in a 3-to-2 decision that James S. Love Jr. is qualified and issuing his WLOX Broadcasting Co. a grant for a new Biloxi station using 1490 kc with 250 w fulltime.

The Commission majority originally proposed that the WLOX company's application be denied because Mr. Love, a hotel owner who with his wife controls 90% of the applicant firm, "has knowingly disregarded the liquor and gambling laws of his community for a continued period of time" [BROADCASTING, Oct. 14, 1946].

Mr. Love contended that he had never been charged with violation of any state law, including the liquor and gambling statutes; that he had obtained Federal licenses relating to liquor and slot machine businesses, and that the hotel had paid state taxes on the sale of liquor.

In its final decision, which drew a sharp dissent from Comr. C. J. Durr, the Commission majority felt "constrained to modify [its earlier judgment] and to distinguish between the open and unconcealed activity of the sale of intoxicating liquor and of the maintenance of slot machines in the Biloxi area, and the concealed activities of so-called bootleggers, racketeers and gamblers. Obviously the latter are individuals who lack public responsibility.

It was pointed out that the laws Mr. Love purportedly violated apparently go unenforced "with the approval of the community," and that "outstanding civic and educational leaders of Biloxi" gave "affirmative uncontradicted testimony . . . that Mr. Love's reputation is good and beyond reproach, and that he is one of the leading citizens of the community."

In granting WLOX Broadcasting's application, the Commission made final its proposal to deny the request of WGCM Gulfport for new Biloxi station on the assignment sought by the WLOX group. The denial was based on the overlap which would exist between WGCM and its proposed Biloxi station, and on a finding that WLOX Broadcasting's "careful preparation" of program plans were superior.

Comr. Durr claimed both applications should be denied and argued that "the Commission's own views as to the morality of selling liquor and of operating slot machines for gambling purposes are, in my opinion, wholly irrelevant."

Comr. E. K. Jett reiterated his belief that the WGCM application should be granted. He noted that William E. Jones, one of the WGCM principals, proposed to move to Biloxi and operate the proposed station, and that none of the WLOX group have had broadcasting experience or plan to participate actively in station operation. Comr. Paul A. Walker did not take part in the decision.

He also considered it irrelevant whether the violation was open or concealed, and whether non-enforcement was approved or disapproved by the community. The laws, he said, were "duly enacted" and "are of a recent and current nature."

Seven FM Stations Affiliate With MBS

Non-Commercial Agreements Are On Temporary Basis

THE AFFILIATION with Mutual of seven FM stations under special non-commercial agreements, was reported last week.

The seven stations, with one exception situated in towns where Mutual has no AM affiliates, have joined the network under terms of a letter agreement which provides them with Mutual's program service, save for musical shows which the American Federation of Musicians has ruled cannot be replayed without extra reimbursement.

The stations will pay the charges for telephone lines used to tie in with the network and will derive no revenue from commercial broadcasts carried by MBS.

Mutual, it was learned, regards the affiliation of the seven FM stations as somewhat temporary and will discontinue associations with them as AM stations in their areas become associated with the network. A clause in Mutual's basic contract with AM stations guarantees the affiliate the first option on the Mutual service for any FM station it may build.

Contract With WBCA

For the past three years Mutual has held a regular commercial affiliate contract with another FM station, WBCA Schenectady, which is listed on the network's rate card and which reportedly uses many Mutual shows, except, of course, those carrying music.

The seven stations now affiliated under the special terms are: WABX Harrisburg, Pa.; WFRS Grand Rapids, Mich.; KTRN Wichita Falls, Tex.; KTSJ Topeka, Kan.; WGBA Columbus, Ga.; WBKY Lexington, Ky., and KOZY Kansas City.

The only one of these located in an area where Mutual has an AM affiliate is WABX. In Harrisburg, WKBO has a dual affiliation with Mutual and NBC, but carries few Mutual programs.

At Deadline ...

7 FULLTIME, 5 DAYTIME STATIONS AUTHORIZED

SEVEN fulltime, five daytime standard stations authorized by FCC Friday. Seven existing outlets given power increases on present frequencies while two others won both frequency shift and power boost.

New grants are:

Banning, Calif.—Carl Phillips, et al, doing business as Pass Broadcasting Co., 1490 kc, 250 w, unlimited. **Waynesville, N. C.**—Smoky Mountain Broadcasters Inc., 1400 kc, 250 w, unlimited (*). **Rolla, Mo.**—Luther W. Martin, et al, doing business as Show-Me Broadcasting Co., 1340 kc, 250 w, unlimited (*). **Paris, Tenn.**—Broadcasters Assoc., 910 kc, 1 kw, day (*). **Bridgeport, Conn.**—The Bridgeport Broadcasting Co., 1300 kc, 1 kw, day (*). **Thomasville, Ga.**—Southern Broadcasting System Inc., 730 kc, 1 kw, day. **Hillsboro, Tex.**—R. W. Calvert, et al, doing business as Hill County Broadcasting Co., 1560 kc, 250 w, day (*). **Coleman, Tex.**—Charles L. South, et al, doing business as Coleman County Broadcasting Co., 1000 kc, 250 w, day (*). **Altoona, Pa.**—The General Broadcasting Corp., 1340 kc, 1 kw, DA-2, unlimited (*). **Vicksburg, Miss.**—Ewing Broadcasting Co., 1490 kc, 250 w, unlimited (*); subject to provision that no operation begin before WJXN Jackson, Miss., ceases use of facility. **Hudson, N. Y.**— The Colgren Broadcasting Co., 1230 kc, 250 w, unlimited; conditions. **North Adams, Mass.**—Northern Berkshire Broadcasting Co., 1230 kc, 100 w, unlimited; conditions.

Following assignment changes were authorized:

KNET Palestine, Tex.—Construction permit to increase power form 100 w to 250 w; 1450 kc, unlimited. **KASA Elk City, Okla.**—CP increase 100 w to 250 w; 1240 kc, unlimited. **WPAQ Mount Airy, N. C.**—CP increase 250 w to 1 kw; 740 kc, daytime. **KSFA Nacogdoches, Tex.**—Modification of CP to increase 500 w to 1 kw, conditions; 860 kc, day. **KVNI Spokane, Wash.**—CP increase 1 kw to 5 kw, directional day and night; 1430 kc, unlimited. **WFMD Frederick, Md.**—CP increase 500 w to 1 kw; 930 kc, unlimited, directional night. **WJAX Jacksonville, Fla.**—CP increase night power from 1 kw to 5 kw, directional night, conditions; 930 kc, unlimited. **KFVS Cape Girardeau, Mo.**—CP change from 250 w on 1400 kc to 500 w night, 1 kw to local sunset, 960 kc, directional night; unlimited. **WMFF Plattsburg, N. Y.**—CP change from 250 w on 1340 kc to 1 kw on 960 kc, directional day and night; unlimited.

(*) Subject to engineering conditions.

PROPOSED HOUSTON GRANT

GRANT TO W. Albert Lee, Houston hotel owner, for new 5-kw Houston station on 610 kc (DA night, and required to protect KGGM Albuquerque and XEBX Sabinas, Mexico) anticipated by FCC in proposed decision Friday. Decision proposed denial of application for same facilities filed by KHTN Inc., headed by Robert T. Bartley, director of NAB's FM Dept., formerly director of FCC's Telegraph Division and later vice president of Yankee Network. Comr. E. K. Jett voted for grant to KHTN Inc. instead of Mr. Lee.

Majority decision based on local ownership (all KHTN Inc. stockholders except Mr. Bartley are Massachusetts residents).

WJBK, WHIZ TRANSFERS SET FOR JOINT HEARING

FORT INDUSTRY Co.'s proposed $272,500 sale of WHIZ Zanesville, Ohio, and $550,000 purchase of WJBK Detroit set for consolidated hearing by FCC on 3-to-2 vote, Commission said Friday. Commission previously had refused to act on WJBK purchase until WHIZ sales application was filed, in view of Fort Industry's ownership of seven AM stations [BROADCASTING, Jan. 6].

FCC Chairman Denny and Comr. Jett voted to approve both transfers, but Comrs. Hyde, Durr and Wakefield voted for hearing. Fort Industry proposes to acquire WJBK (1490 kc, 250 w), at record local-station figure, from James F. Hopkins (45%), president and general manager, and James A. Connell Jr. (55%), auto distributor and real estate owner [BROADCASTING, Aug. 26, 1946] and to sell WHIZ (1240 kc 250 w) to Southeastern Ohio Broadcasting System, associated with Zanesville *Times-Signal*.

Meanwhile FCC called separate hearing on proposed sale of WNCA Asheville, N. C. (1340 kc, 250 w) by C. Fredric Rabell and associates to owners of WPDQ Jacksonville, Fla., for $80,100, assets as of Jan. 1 and other considerations [BROADCASTING, Jan. 27].

710-KC HEARING SET

THREE 710-kc applications set for hearings by FCC: KTBS Shreveport to change from 1480 to 710 kc and increase from 1 kw to 10 kw day and 5 kw night (WHB Kansas City made party to proceeding); WKRG Mobile to increase hours of operation on 710 kc to include nighttime with 250 w directionalized (WOR New York made party to proceeding); WDSM Superior, Wis. to change from 1230 to 710 kc and increase from 250 w to 5 kw directionalized (both WOR and WHB made parties).

WCHA SALE APPROVED

CONSENT given by FCC Friday to sale of 51.02% interest in WCHA Chambersburg, Pa., by Rello Other to three of her associates for $7,244. Buyers and their interests with new acquisitions are: J. S. Booth, vice president and general manager, 44.9%; T. K. Cassell, program director, 36.74%; and C. M. Cassell, president and commercial manager, 10.2%. M. O. Warrenfeltz, secretary-treasurer, retains 8.16%.

KMBC CONCORDIA GRANT REISSUED BY FCC

KMBC Kansas City grant for new 5 kw daytime station on 550 kc (with DA) at Concordia, Kans., to provide wider audience for KMBC farm programs, reissued by FCC late Friday. Concordia operation originally authorized last Oct. 31 [BROADCASTING, Nov. 4], but was set aside on petition of Fred Jones Radio & Television Co., Oklahoma City applicant for 550 kc, and KWTO Springfield, Mo., which claimed adjacent-channel interference to its 560 kc operation would result.

FCC officials said Fred Jones has now withdrawn application, while question of interference to KWTO was eliminated when FCC adopted new AM engineering standards.

14 AMs RENEWED

LICENSE renewals granted Friday by FCC to 14 standard stations and five developmental outlets. AM renewals (to May 1, 1950): WKY (and auxiliary) Oklahoma City; WGBG Greensboro, N. C.; WGBI (and aux.) (*) Scranton, Pa.; WAVE Louisville, Ky.; WBRC Birmingham, Ala.; KRKD (*) Los Angeles; KWSC Pullman, Wash.; WFDF (and aux.) Flint, Mich.; WJAX (and aux.) Jacksonville, Fla.; WPAT Paterson, N. J.; WSUI Iowa City; WRAW Reading, Pa.; WWPG Palm Beach, Fla.; and WCTA Andalusia, Ala., renewed to Feb. 1, 1950. KABC San Antonio, Tex., renewed to Feb. 1, 1948. Licenses for following Westinghouse Radio Stations developmental stations renewed to May 1, 1948: W10XWA-B-C-D-E, all area of continental U. S.

(*) Comr. Durr for hearing.

BAN ON FEATHER-BEDDING PROPOSED IN CALIFORNIA

NEW legislation (AB-2655) to eliminate union feather-bedding introduced in California Legislature and referred to Committee on Industrial Relations. Bill would amend State Labor Code. It is directed at stand-by personnel and specifies that employer is to determine size of his work force.

Author is Assemblyman M. Philip Davis, who is seeking hearing. Provisions are broader than those of Lea Act, now facing Supreme Court test.

HARRY LE BRUN named station director and commercial manager of WMPS Memphis. He was formerly southeastern station relations supervisor for MBS.

FCC Sends Treaty Mission to 2 Nations

FLYING MISSION sent by FCC Saturday to Havana and Mexico City to work out new uniform standards of potential interference for standard broadcast stations. Making trip are Comr. Rosel H. Hyde and K. Neal McNaughton, chief of FCC Standard Allocations Section. They may go to Ottawa later.

Uniform measurement of interference needed so FCC can break jam of broadcast applications. No NARBA treaty revision presently involved, merely working agreement to seek adoption of modern standards now in use in U. S. to mutual benefit of all.

U. S. Ambassador to Cuba Henry Norweb; George Howard, embassy economic counsellor, and Raymond Harrell, telecommunications attache, will act as State Dept. advisers since Department personnel are tied up in plans for International Telecommunications Conference May 15. Host to Mexico City Conference will be Ambassador Thurston.

Special mission to take care of Cuban, Mexican and Canadian agreements, with others to be worked out by mail. Mission will be gone about fortnight.

Present NARBA rule (par. 3, sec. D, part II) prevents full treatment of FCC applications in calculating broadcast interference.

Three-year interim agreement was signed in late February 1946, extending NARBA, with modifications to March 29, 1949.

Closed Circuit

(*Continued from page 4*)

radio. Subject is on agenda of Research Committee, which meets April 24 in New York. Committee majority understood to favor nationwide study.

DESPITE emphatic denial, report is that IATSE has taken secret vote in Hollywood aiming at contract negotiations for television stage hands on par with rates in film studios. Action not imminent but plan said to characterize intent.

STEPPED UP activity on part of unions identified with radio, notably IBEW and AFRA, being reported. IBEW, with nearly 400 stations, seeking to organize smaller markets, while AFRA, with nearly 200 on list, including networks stations, putting on concerted campaign, evidently to beat Congress to punch on restrictive labor legislation.

You can't cover California's Bonanza Beeline without on-the-spot radio

Why the Bonanza Beeline? Because people in California's central valleys and nearby Reno area spend 35% more on retail purchases than the U.S. per capita average.†

Only successful way to radio-sell prosperous Beeline people is *with on-the-spot radio.* Outside stations just do not penetrate the mountain barriers isolating the Beeline.

You have the inside track using the five BEELINE stations, blanketing this 2 Billion Dollar Market. Each, too, does a public service job locally. People of Kern County, for instance, have looked to KERN for leadership since 1931. Discover for yourself how much the Beeline stations can sell—individually or as a group.

Mc CLATCHY BROADCASTING COMPANY

KFBK	KOH	KERN	KWG	KMJ
Sacramento (NBC)	Reno (ABC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (CBS)
5000 watts (clear)	1000 watts (clear)	5000 watts (clear)	5000 watts (clear)	5000 watts (clear)